

**Date:** For Immediate Release

## **PRESS RELEASE**

### **Ready, steady...knit**

#### **The innocent Big Knit is back crafting a better future for older people in Gloucestershire**

The much-loved innocent Big Knit campaign is back for another yarn-spinning year, and Age UK Gloucestershire, in partnership with innocent drinks is calling on all knitters and crocheters in Gloucestershire to join the fun, and help make a big difference to the lives of older people, while being part of this infamous campaign.

Since 2003, Age UK and innocent have teamed up to inspire the nation's crafters to knit little hats for innocent smoothie bottles. The campaign has raised an incredible £3.2 million for Age UK since it began. For every behatted smoothie sold, Age UK receives 30p, helping to provide crucial support to older people both nationally and locally. The 2024-25 campaign aims to knit 1.4 million little hats, with the smoothies hitting shelves in October 2025.

**So why not grab your knitting needles, start stitching, and make a real difference?** The funds raised locally will help Age UK Gloucestershire continue to provide older people with vital information, advice, and guidance.

Jane Shute, Head of Fundraising & Communications of Age UK Gloucestershire said:

*"We're calling on the people of Gloucestershire to dust off their knitting needles and help us make this the best year yet of our partnership with Innocent. Let's cast on and knit up a storm to hit our target."*

Charlotte Wright, Brand Manager at innocent drinks UK, said: *"The Big Knit is an amazing campaign that gets people throughout the country knitting, crocheting and buying little hats on smoothies for a cause that truly matters. We are so excited that the Big Knit is back, and we will be continuing our long-standing partnership with Age UK to help support older people as much as possible."*

Crafters have until **1st July 2025** to send in their hats to Age UK Gloucestershire, so there's plenty of time to get involved. There are exciting hat designs, including a cheeky monkey, fox cub, sheepish sheep and a unicorn, available to download now, but feel free to come up with designs of your own as we love seeing your creations.

To find out more about how to get involved, download patterns and find out where to send hats, visit: [ageuk.org.uk/gloucestershire/bigknit](https://ageuk.org.uk/gloucestershire/bigknit)

## **ENDS**

### **Notes to editors:**

- \* Hats will go on sale from October 2025 in selected UK retailers
- \* For every hat sold, innocent gives Age UK 0.30p + VAT

### **About Age UK Gloucestershire:**

Age UK Gloucestershire's vision is to make Gloucestershire the best place in which to grow older. As a local, independent charity our mission is to help support people navigate later life, to remain independent at home and to connect socially and access activities in the local community.

For more information, visit [www.ageuk.org.uk/gloucestershire](https://www.ageuk.org.uk/gloucestershire)

### **About innocent drinks**

Launched in 1999, innocent is Europe's leading healthy drinks brand. Our purpose is to make it easier for people to live well through the deliciousness of fruit and veg – that's why we have an ambition of getting a billion more portions of fruit and veg into people's diets by 2030. We now sell natural, healthy drinks in over 18 countries around the world – smoothies, super smoothies, not-from-concentrate juices, a kid's range, coconut water, innocent plus, and bubbles: our lightly sparkling fruit juices. We've always been rooted in doing business the right way. We became a B Corp back in 2018 (recertified with a score of 105.2 in 2021) and consider people and the planet in everything we do. It's the reason we started the innocent foundation and why we're working to halve our carbon footprint per bottle by 2030. We built the blender (our all-electric, little drinks factory), enhanced our Farmer Innovation Fund for regenerative agriculture projects, and we will never stop looking for ways to make our packaging more recyclable. To follow us on our journey to being good all round, head over to <https://www.innocentdrinks.co.uk/> or follow us on Twitter, Instagram, Facebook and LinkedIn.

**Contact:** Jane Shute, Head of Fundraising & Communications

Age UK Gloucestershire [jshute@ageukgloucestershire.org.uk](mailto:jshute@ageukgloucestershire.org.uk)