

50 FOR

FIFTY

SENIOR MASTERS
SNOOKER
MAY 2020

MAKING A
DIFFERENCE



The World Seniors Snooker Tour comes to North London in May at the iconic Alexandra Palace and we want to work with you on our 50 seats for the over 50's programme, designed to assist the aging population of London currently living in isolation or residential care, or suffering from Mental Health issues

The Event will feature icons of the sport including **Jimmy White**, **Stephen Hendry**, **Dennis Taylor**, **John Parrott**, **Cliff Thorburn**, **James Wattana** and we have a great chance to use these superstars from the 1980's and 90's to enhance the life of those people over 50 who for one of many reasons may now find themselves lonely and missing the interaction of others.



Loneliness, living alone and poor social connections are as bad for your health as smoking 15 cigarettes a day. (Holt-Lunstad, 2010)

Lonely people are more likely to suffer from dementia, heart disease and depression. (Valtorta et al, 2016) (James et al, 2011) (Cacioppo et al, 2006)

Loneliness is likely to increase your risk of death by 29% (Holt-Lunstad, 2015)

World Snooker Director Rohit Sagoo has published acclaimed research of the benefits of a game of Snooker to the Aging Population.



The number of over 50's experiencing loneliness is set to reach two million by 2025/6. This compares to around 1.4 million in 2016/7 - a 49% increase in 10 years (Age UK 2018, All The Lonely People)

There are 1.2 million chronically lonely older people in the UK (Age UK 2016, No-one should have no one). Half a million older people go at least five or six days a week without seeing or speaking to anyone at all (Age UK 2016).

This is where we can work together and make a difference!



Two fifths all older people (about 3.9 million) say the television is their main company (Age, U.K., 2014. Evidence Review: Loneliness in Later Life. London: Age UK).

In the 1980's there were only 3 Tv Channels, our snooker players were superstars, our current aging population now living in isolation probably watched them grace the green baize... many would have played socially in the clubs all over London.

Give people a common subject they both enjoyed and they will reminisce, interact and re engage, this is where you come in.



By partnering with us you will be one of our first 50 for 50 trail blazers and receive promotion and exposure at our event, and the concept itself.

We will discount 50 seats by 50%, these will be given out under your companies name to 50 people over 50 in the London area living in isolation, residential care or those struggling with Mental Health issues.

By partnering with established organisations like Age Concern, Help the aged, Silence of Suicide and major residential care home providers – the seats we donate will reach those in need.



Their experience will include

- Meet and greet on arrival with a cuppa and biscuit in the company of one of our Snooker Legends – social interaction
- Prime seats to enjoy the match, bringing back memories of pleasure of yesteryear
- We will encourage people to create new contacts, to build a new network of friends based around their interest in our sport.
- Ultimately the goal is to place tables in spaces where they can enjoy a game.



The experience will cost you £1000 plus vat... for that 50 people, not so fortunate as us, will enjoy a top class sporting experience with like minded people.

Your branding will be carried at the event and during our broadcast and you will be invited to come and meet and hear from the people you helped make a difference to.

To talk about how you can get involved with "50 for 50" please email Rohit

Rohit.Sagoo@city.ac.uk

Or call 07954 569576

Thanks for making a difference...



SENIOR MASTERS CHAMPIONSHIP

ALEXANDRA PALACE

15 -16 MAY 2020

ALEXANDRA PALACE THEATRE, LONDON

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OR BOX OFFICE: 020 8365 2121

VIP tickets are available for the Final & include a meet & greet with all the Legends & champagne reception beforehand.

Follow @snookerlegends on twitter and facebook   Calls cost 7p per min plus your phone company's access charge.

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