

Case Study

ABSEILING 94 YEAR OLD DORIS STILL RELIES ON AID CALL

Celebrating her 94th birthday has not stopped Doris Cicely Long from leading an active life – in fact she is a shining example of not letting older age hinder her ambitions. And yet, as she plans to abseil for the 14th time in aid of charity, Doris, of Hayling Island, Hampshire, says she still relies on her Aid Call alarm system, despite her adventurous nature.

Doris said: “Age is definitely no barrier to trying something new! I only got into abseiling at the age of 87 and I am having a tremendous amount of fun trying out different buildings and heights, but I do appreciate that I need support if have an accident while at home.”

Great-grandmother Doris, became a record breaker in 2006 by abseiling 220ft down Millgate House in Portsmouth. Doris’ achievement warranted her a place in the Guinness Book of Records for the oldest person to complete an abseil of more than 98ft (30 metres).

Doris decided to invest in an Aid Call alarm in December last year when one of her friends received one. At the time, Doris didn’t feel she needed a personal alarm but advice from her friend made her realise that it would actually provide peace of mind in case of a fall in her home. One touch of the button on an Aid Call personal alarm connects to a dedicated Response Centre, which is staffed by professionally trained operators 24 hours a day, every day of the year.

The Aid Call device recently proved its worth when Doris injured her wrist. “My wrist was very swollen and sore and I was worried about it so I decided to press my alarm for assistance. I was extremely pleased with the result – the Aid Call operator contacted a doctor who called me straight back and advised me on what I should do,” she explained.

Doris has the support of her next door neighbour Alma, and her nearby friend, Alec, should she need any help and has selected these friends as her Aid Call keyholders, who will be contacted if the alarm is raised and access is needed into Doris' home.

Doris added: "This time around I was lucky enough to not need my keyholders but I am grateful to have my friends on standby in case I do require their help. I feel incredibly reassured when I'm wearing my Aid Call pendant; having used it already I now know just how useful it would be if I were to have a more serious accident."

"Aid Call is a great system to have around the home, although with my active life I'd like to think I won't be using it very often!"

- Ends -

NOTES TO EDITORS

ABOUT AID CALL:

Aid Call is a discreet personal alarm system owned by Age Concern that summons help, at the touch of a button. Over 40,000 people throughout the UK rely on the Aid Call emergency alarm service. Users are not exclusively older people; some have a physical disability, or a chronic condition such as epilepsy or diabetes, some are recovering from illness, while others are more concerned for their security than their health.

All of Aid Call's profits help to fund the works of Age Concern, both in campaigning and lobbying at a national level, and providing essential services to the older community at a local level.

ABOUT AGE CONCERN:

Age Concern is the leading charity in the UK concerned with ageing and older people, and works to improve the quality of life for all older people. Nationally, it is involved in campaigning, policy guidance, research and information, and through its trading arm, Age Concern Enterprises (ACEnt), offers a range of products and services specifically designed for older people.

To find out more about Aid Call or to arrange a free no obligation demonstration please call 0800 77 22 66 or visit www.aidcall.co.uk/personalalarms.