[INSERT AREA] is **‘Making Caring Visible and Valued**’ this Carers Week (7–13 June 2021)

**Who: [insert your organisation, other notable individuals or businesses organising the event]**

**What: Local people, services and businesses will help make unpaid carers visible in [insert area] for Carers Week 2021, which runs from 7-13 June.**

**When: [insert date and time of activity]**

**Where: [insert type of activity]**

Carers Week is an annual awareness campaign that celebrates and recognises the vital contribution of the UK’s unpaid carers – supporting family members and friends who are older, have a disability, mental or physical illness or need extra help as they grow older.

During Carers Week 2021 [Insert organisation] is inviting health and care services, schools, employers and businesses across the community to recognise the vital contribution made by unpaid carers in [insert area].

[Insert key details about your activity: What is happening? Or what are you doing to support carers? When is it happening? Any notable individuals/businesses also taking part? How will it help ‘**making caring visible and valued’**?

 **[Individual’s name and volunteer/job title]** at **[group/business/committee] said:**

“This Carers Week we are recognising the contribution of unpaid carers in **[insert area]** by **[…]**”

**On behalf of the Carers Week charities, Helen Walker, Chief Executive of Carers UK, said:**

“Throughout the COVID-19 pandemic unpaid carers have played an essential role supporting older, disabled and seriously ill relatives and friends, doing so most of the year on their own behind closed doors. They have forgone breaks from caring and much of the support they would normally have relied on.

“As restrictions ease it is vital that we acknowledge the enormous contribution that unpaid carers continue to make day in day out. I am delighted that many individuals and organisations are getting involved with virtual activities, helping carers to connect to others and access advice and information locally.

“Looking after someone can be a hugely rewarding experience, but it sometimes comes with difficulties, including getting the right support. This Carers Week I hope all parts of the community – family and friends, employers, businesses, schools, health and care services – do their bit to make caring visible and show it is valued.”

For Carers Week 2021 charity **Carers UK** isjoining forces with **Age UK, Carers Trust, Motor Neurone Disease Association, Oxfam GB and Rethink Mental Illness** to help raise awareness of caring around the country**.**

The six charities driving Carers Week 2021 are calling on individuals, services and organisations to do their part in **Making Caring Visible and Valued** – recognising the contribution made by carers and helping them get the practical, financial and emotional support they need to care for a loved one.

Hundreds of activities are taking place across the country during Carers Week and many people have Added Their Voice on the Carers Week website to make caring visible this year. To find out more about activities in **[insert area]** visit <https://www.carersweek.org/>

**Media contact**

For media enquiries, please contact [insert contact name, telephone and email address].

**Notes to Editors**

**About Carers Week 2021**

Carers Week will take place from 7-13 June 2021 across the UK.

Carers Week, established by Carers UK 27 years ago, is an annual awareness campaign which takes place to celebrate and recognise the vital contribution made by the UK’s 6.5 million carers. It is also a time of intensive local activity with hundreds of activities planned for carers across the UK.

Website: [www.carersweek.org](http://www.carersweek.org/)

Twitter: [@CarersWeek](https://twitter.com/carersweek?lang=en) #carersweek

Facebook: [www.facebook.com/CarersWeek](http://www.facebook.com/CarersWeek)

There are lots of different ways to get involved in Carers Week. From sharing information with a struggling friend, to holding a virtual information event in your workplace, we all have a role to play to help get carers connected.

Visit the Carers Week website (www.carersweek.org) and:

* Add Your Voice for Carers Week by spreading awareness of caring on the Carers Week website or on social media
* Run an activity and register it on the Carers Week website so that others can find it
* Follow Carers Week on Twitter @CarersWeek and use the hashtag #Carersweek
* Like Carers Week on Facebook (www.facebook.com/carersweek) and join in with the conversation

**What is a carer?**

A carer is someone who provides unpaid care and support to a family member or friend who has a disability, mental or physical illness, substance misuse issue, or who needs extra help as they grow older.

For some, taking on a caring role can be sudden: someone in your family has an accident or your child is born with a disability. For others, caring responsibilities can grow gradually over time: your parents can’t manage on their own any longer or your partner’s mental or physical health gradually worsens.

The amount and type of support that carers provide varies considerably. It can range from a few hours a week, such as picking up prescriptions and preparing meals, to providing emotional support or personal care day and night.

Caring will touch each and every one of us in our lifetime, whether we become a carer or need care ourselves. Whilst caring can be a rewarding experience, it can also have a huge impact on a person’s health, finances and relationships.