

NEWS RELEASE FOR A LOCAL NEWSPAPER WITH FEW JOURNALISTS

From: Kelvin Rushworth
Sent: 09 January 2024 10:47
To: Keswick Reminder
Subject: Rotary Keswick news

Good morning Mike and Barrnon Media colleagues

Attached is a photo with suggested caption below and suggested copy below. I would be very grateful if you would consider for publication in the Keswick Reminder.
Many thanks.

SUGGESTED PHOTO CAPTION STARTS

Rotary Keswick President Vic Wilson tries out the Amy's Care Trishaw with Guest Speaker Fraser Dooley in the driving seat.

SUGGESTED PHOTO CAPTION ENDS

SUGGESTED COPY STARTS

During 2024, Rotary Keswick plan to develop support for people living with dementia, primarily thanks to the money raised at 'Behind the Mask' held at the Theatre by the Lake last October.

Originally, Amy's Care was a family run Community Interest Company based in North Cumbria. It was inspired by and named after founder Fraser Dooley's grandma, Amy. Amys Care specialised in providing daycare through social clubs for older adults and had particular success with people living with dementia.

However, the Covid-19 pandemic meant the end of the social clubs, but two initiatives still survive.

Fraser Dooley was a Guest Speaker at a Rotary Keswick lunch and spoke about the popular Trishaw rides which are free and delivered by trained volunteers and are aimed taking those who are unable to ride a bike themselves out and about, to enjoy fresh air and scenery. These rides are for any age including young families and wheelchair users. As an ongoing commitment to benefit members of our community Amy's Care are hiring out a twelve-seater wheelchair accessible Minibus. Community groups or individuals wanting more information should contact info@amys-care.co.uk or leave a message on 01768773535, with Keswick Mini-market, who are kindly assisting.

At the start of this exciting time for Rotary, with the message 'Creating Hope in the World', anyone wanting more information about Rotary Keswick should contact Kelvin Rushworth on kelvinrotary@hotmail.co.uk

SUGGESTED COPY ENDS

Best wishes, as ever

Kelvin

Past President Kelvin Rushworth MPH

Public Image Lead, Rotary Keswick

**"This is a changing world, we must be prepared to change with it",
Rotary Founder Paul Harris**

