

## Information sheets, publicity leaflets and press releases: reminder

This paragraph from the u3a Brand Centre, which describes what we do, should be used whenever we are asked what the u3a is, when we publicise u3a or when we write press releases:

**Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.**

**There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who is no longer in full-time work.**

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