**Amersham Lady Surprised by Special Video to Celebrate her 100th Birthday!**

***\*\*\*(Embargoed 1st October 2020) \*\*\****

**Freda Campbell, a long-standing resident at Ambient’s The Croft care home in Amersham, turns 100 today (Thursday 1st October 2020) and has been surprised with a wonderful video featuring her family members.**

National Charity, [Ambient Support](https://www.ambient.org.uk/), provides care and support for older people in a number of care settings and the team at The Croft went above and beyond to create a 100th birthday celebration video that can always be treasured by Freda and her family.

Working closely with Freda’s family, the video features beautiful black and white photographs of Freda as a little girl growing up and getting married and heart-felt messages from three generations of her family.

***One of*** ***Freda’s granddaughters fondly says:*** *“Happy 100th birthday, Nana. What an amazing milestone to reach. It’s a real tribute to one of the strongest, most hopeful, most vibrant women that I know. It’s a real privilege to be your granddaughter.”*

Alongside the video, the team at Ambient have organised a special ‘Buckingham Palace’ birthday drive-by where Freda will get to see her family in person from a safe and monitored distance. They are also planning a private screening of the video along with birthday cake and games in a specially decorated lounge. Freda will wear a tiara and be ‘Queen for the day’.

**Sarah Hill, Deputy Manager at The Croft who led the video project says:**

***“****Freda is an incredibly special and much-loved lady and we really wanted to her to have the 100th birthday she deserves. In these restricting times, we needed to find a creative way to help Freda and her family celebrate, whilst staying safe. The final edit is brilliant- we can’t wait to see Freda’s face when we play it, I’m sure we’ll all be reaching for the tissues when we watch it together on her big day!”*

**Louise Foyle-York, Manager at The Croft says:** *“Freda is a wonderful member of our Ambient home here at The Croft and we wanted to show her just how much she means, not just to her family, but to all of us here too. Sarah’s specialised skills and her communication with the family have enabled the event to be exceptionally special and unforgettable. The entire team’s commitment really shines through.”*

**On reaching 100, Freda says:** *“It’s wonderful to get to 100 years, everyone has been so kind and I am thankful that I have been able to reach this age”.*

**Tom Harrison, Director of Operations at Ambient, said:**

*“Despite challenges and ever-changing guidelines, our staff keep those that they support safe, and engaged. Freda’s video is a prime example of our staff living by ‘The Ambient Way’, personalising support and being exceptional in what they would simply call their ‘day to day’.”*

1st October 2020 also happens to be the 30th Anniversary of the United Nations International Day of Older Persons. In 2020, the day will highlight the role of the health care workforce, with a primary focus on the role of women, in contributing to the health of older persons.

The Croft is a registered community based Residential care home in Amersham that provides care and support to 60 residents including up to 31 residents with a higher level of specific dementia care needs. To find out more visit [www.ambient.org.uk](http://www.ambient.org.uk)

The special video is hosted on Ambient’s website, you can view it here: <https://bit.ly/2S9QiNe>

**About Ambient:**

Ambient Support (formerly known as Heritage Care and Community Options) is a registered UK charity with over 25 years’ experience in providing care and support services for older people, people with a mental health need and people with a learning disability. Ambient believe that everyone is unique, and they should be able to lead valued lives in their communities, treated with dignity and respect no matter their age, health condition or disability. To find out more visit [www.ambient.org.uk](http://www.ambient.org.uk)

[@ambient support](https://twitter.com/ambientsupport)

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**About Ambient Support:** [www.ambient.org.uk](http://www.ambient.org.uk)

* One of the Top 20 generic Not-For-Profit Health & Social Care Providers in the UK Ambient Support (formerly known as Heritage Care and Community Options) is a registered UK charity with over 25 years’ experience
* They deliver services that meet the needs of some of the most vulnerable adults in our society. Operating in over 130 locations, they provide over 30 thousand hours of care to people on a weekly basis to support a range of needs due to the ageing process, learning disability or mental illness
* Their wide range of quality specialist services are delivered by dedicated, professional, and passionate staff and their success is built on supporting people to live a full and meaningful life.
* Ambient currently employs around 1,400 people across the UK in a number of settings
* Ambient can also help young adults who are transitioning from Children’s to Adult Learning Disability Services
* The Charity has an above industry average with 88% Registered Services rated as Outstanding and GOOD by CQC.