

Grandparents Day A Step In The Right Direction

National insurer APIA congratulates Queensland Government on introducing Grandparents Day.

December 5, 2010 (FPRC) -- Leading national over 50s insurance company Apia today congratulated the Queensland Government for acknowledging and celebrating the importance of grandparents by introducing the country's first official Grandparents Day (Sunday 7 November).

Apia Distribution Executive Manager Craig Dingle said grandparents were often unsung heroes, contributing enormously to families and the broader community.

'Grandparents deserve a special day when we can thank them and let them know how important they are,' said Mr Dingle.

'Our team at Apia interact every day with older Australians, the great many of them grandparents, so we have a strong affinity to this segment of the community and see first-hand the great work they do.

'Grandmothers and grandfathers have a wealth of experience to share. They are also increasingly supporting busy working families with child care, as well as helping out in their local communities.

'Apia is delighted that the Queensland Government has announced this initiative and encourages everyone to get involved,' Mr Dingle said.

'It would be tremendous if other states supported the initiative so we could celebrate a national grandparents day,' Mr Dingle said.

'Apia encourages all families, not just those in Queensland, to take the opportunity on November 7 to express their love and thanks to the grandparents in their lives.

'Simple but heartfelt gestures like baking a cake, inviting them out on a family picnic or encouraging children to make a homemade card can mean the world and demonstrate your appreciation for all they do,' Mr Dingle said.

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--APIA Company Information--

Apia is one of Australia's leading insurance and financial services organisations, forming part of Suncorp.

Established more than 20 years ago, Apia is renowned for its personal customer service. In fact, that's part of the reason why Apia is the most recommended insurance company in Australia*. The

goal at Apia is to continue to provide high quality insurance products with real personal service to the over 50's market in Australia. Apia has more than 700,000 customers across Australia serviced by 30 branches and approximately 450 staff.

--About APIA--

Apia insurance specialises in home insurance, landlord insurance, car insurance, caravan insurance, motorhome insurance, boat insurance and travel insurance for people over 50 who are working less and living more.

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