



Do you still celebrate your birthday?

Do you *still* celebrate your birthday? At what age does celebrating a birthday go from being exciting, to something many people dread? And why? Is it at 30?!...or 40? Why is ageing seen as such a problem, and so often as something to be laughed at?

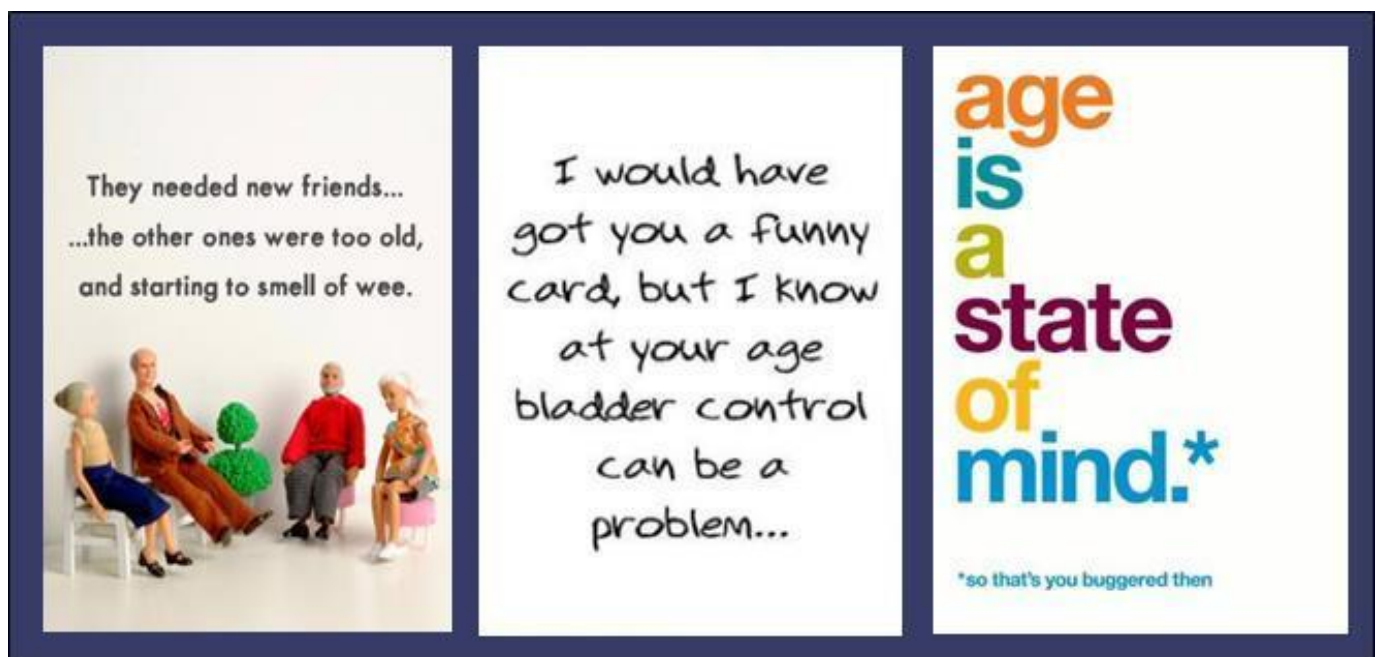
At Time to Shine we've been looking at the messages on some of the age-related birthday cards. Once we started looking, we became more and more horrified! Here are just a few examples:

60 – AT LEAST YOU DON'T HAVE TO WORRY ABOUT DYING YOUNG ANY MORE!

I would have got you a funny card, but I know at your age bladder control can be a problem!

ONE YEAR CLOSER TO KICKING THE BUCKET – HAPPY 70TH BIRTHDAY!

Happy birthday! You look great for your age... if I squint!





We wondered how these make people feel? How many older people grin and bear it, and go along with the 'joke', while feeling upset at the insult. And how many actually find it funny themselves? Why is it deemed OK, and even humorous, to make ageist 'jokes', in the way that it would not be ok to do around race, gender or sexuality? We believe that such messages are an example of #everydayageism.

Send us images of ageist birthday cards that make you stop and think. Let us know how they made you feel. And what would a truly celebratory birthday card look like? Send us those too.

This is just one example of age discrimination. We want to challenge it. [Join Age Proud Leeds.](#)

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This is one of [a series of blogs published by the Age Proud Leeds campaign.](#)