

PRESS RELEASE

LAUNCH OF DEBUT TV ADVERT FEATURING BRIAN BLESSED

Chesterfield-based Age Care Bathrooms, a leading provider of accessible bathroom solutions, is excited to unveil its debut television advertisement starring famed actor Brian Blessed.

The advert follows the story of Gordon, a frustrated homeowner struggling to get in and out of his bathtub, until Brian suggests an accessible & stylish upgrade from Age Care Bathrooms. The advert promotes the benefits of renovating an existing bathroom to be accessible, allowing everyone to retire in their own home rather than being moved into assisted living. The advert, created by CNS Media, also based in Chesterfield, is set to air on ITV 3 from June 2023.

Sam Davies, Director at Age Care Bathrooms commented "Our first TV Advertising campaign is an exciting step for us as we look to scale up our marketing activity across new channels and increase the awareness of our brand message, which is all about helping the older generation stay independent for as long as possible. I believe the advert succinctly captures the honest, transparent ethos we strive for every day, and I hope this campaign will define us to a new audience in search of an accessible bathroom company they can trust"

Sam founded the company in 2018, whose personal experience with his grandmother's condition led him to launch the business, with the goal of creating an honest, transparent & trustworthy company who consistently put the customer's needs first. "We noticed a number of recurring problems in the mobility industry, including pushy salesmen, unsatisfactory workmanship, and a limited range of products to choose from," says Sam. "To address these issues, we complete everything in-house, with no subcontractors involved, ensuring a quick and professional installation process."

Age Care Bathrooms prides itself on offering a wide range of products and great customer service, as well as a commitment to excellence in quality of materials and execution of installation. The company values empathy, trust, respect, endurance, and excellence, which they strive to live by every day.

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