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**AGE POSITIVE**

**STOP PRESS**

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**NATIONAL FEDERATION OF BUILDERS**  
**CEMENTS MOVE TO SUPPORT AGE CAMPAIGN**

**The National Federation of Builders Cymru** - the construction industry's longest established trade body is helping to eliminate age discrimination at work by throwing its weight behind **Age Positive**.

**Gareth Morgan, Director of NFB Cymru states;**

*“The construction industry with its huge skills shortage cannot afford to discriminate against potential job applicants because of their age. Businesses in Wales need to act now and address the problem of ageism at work before its too late and they lose out on a valuable pool of resource”*

The organisation joins the ranks of other renowned industry bodies such as the Federation of Small Businesses Wales and CBI Wales to urge businesses that being Age Positive is a wise move.

The Age Positive initiative aims to promote the business benefits of a mixed age workforce whilst encouraging employment practices that do not discriminate against people on the basis of their age. In Wales the campaign is gaining momentum and already has the backing of key National construction companies such as Lovell.

**For further details on Age Positive visit the website**  
**[www.agepositive.gov.uk](http://www.agepositive.gov.uk)**