

PRESS & MEDIA INVITE

You are invited to Hiriya Jaatre (Elders Fest) - 2026
700 elders. 40 old-age homes. One day of celebration.
Bengaluru, October 4th, Sunday 2026

Dear Media Partner,

We invite you to join us at Hiriya Jaatre 2026, an annual Elders Fest organised by **V The Volunteers (VTVO)** through its **Elders Adda** Cause. Started in 2017, Hiriya Jaatre brings senior citizens from old-age homes together for a day of games, sports, entertainment, cultural performances, laughter and celebration.

This year, 800 senior citizens from 40 old-age homes across Bengaluru will come together for a day of games, sports, competitions, music, laughter and celebration, supported by 800+ volunteers.

For one day, the elders(senior citizens) are not spectators, they are the participants, performers, competitors and centre of the celebration.

Date: 4th October 2026 (Sunday)

Timings: 7 AM to 5 PM

Venue: New Horizon Gurukul School, Kadubeesanahalli, Bengaluru

Media Engagement:

We invite media houses and journalists to support the event in any way possible,

-  Build awareness ahead of the event and help bring more volunteers
-  Help amplify the fundraising appeal and connect us with individuals or corporates who can support the Jaatre
-  Share the stories and smiles of the participating elders
-  Cover Cultural performances and talent showcases by senior citizens
-  Cover the games, competitions and cultural celebrations
-  Cover volunteers from different generations coming together

Media can also connect with us ahead of the event for interviews, photographs, elder stories and pre-event coverage. We would be happy to facilitate interactions with the organisers, volunteers and participating old-age homes.

The entire experience is provided **free of cost** to the participating senior citizens, including transportation, food, refreshments and event essentials.

More details about the event and the people behind it:

- **The Elders Take Centre Stage:** Hiriyara Jaatre is designed around the participation and celebration of the elders (senior citizens) themselves. We have senior citizens from age 60yrs to 90yrs. They take centre stage through dance, singing, drama, fashion shows, competitions, games and sports, an opportunity to showcase their talents, compete, have fun and celebrate together.
- **Volunteers Are at the Heart of the Jaatre:** The event is supported by 800+ volunteers from different walks of life and age groups, from Grade 10 students and college students to working professionals and even senior citizens who volunteer their time. More than 30 volunteer teams come together to manage different aspects of the Jaatre, including elder support, games, food, transportation, competitions, stage management, event coordination, decoration, photography and several other responsibilities. Want to volunteer? **Register at www.vtvo.org or WhatsApp us at 636 635 9688 / 636 635 9686.**
- **Donations & Contributions:** Hiriyara Jaatre is entirely community-supported and crowdfunded, made possible through the collective support of individuals, organisations, corporates, volunteers and the wider community. We request individuals and organisations to support the overall Jaatre or take ownership of specific requirements such as food, games, transportation, goodies, trophies and other event essentials. Contributions can be made through the crowdfunding link on our website, or **you can reach us at 636 635 9688 for direct fund transfers or in-kind support.**

Few snaps from the previous Hiriyara Jaatre's:

