

# Knit one, help loads our little guide to big knitting



## the innocent big knit

keeping older people in Ireland warm this winter

[www.innocentdrinks.ie/thebigknit](http://www.innocentdrinks.ie/thebigknit)

# hello

Want to help keep older people in Ireland warm this winter?

Well, you don't need to knit an army of jumpers – just nice little hats for one of our innocent smoothie bottles. The hats will sit on the bottles in shops across Ireland this November. For every behatted bottle sold we'll give 25c to Age Action Ireland. We're aiming to knit 80,000 little hats this year, so we'd love you to get knitting.

It's a sad fact that every year in Ireland around 2,000 people over the age of 65 die from cold related conditions - which is where your knitted goods come in. All monies raised from the innocent Big Knit this year will go towards supporting Age Action to help keep older people in Ireland warm.

In this little booklet, you'll find some handy patterns and details of what to do once you've finished your knitted hats. So dust off those needles and get knitting.

If you aren't an experienced knitter check out [www.innocentdrinks.ie/thebigknit](http://www.innocentdrinks.ie/thebigknit) for easy to follow instructions on how to knit and more.

You've got until **Friday 14th October** to get your woolly creations to us.

Happy knitting.



# where to send your hats

Before you send us your woolly creations, why not post a photo on our facebook page [www.facebook.com/innocent.smoothies](http://www.facebook.com/innocent.smoothies) or write up your patterns for others to see on our website [www.innocentdrinks.ie/thebigknit](http://www.innocentdrinks.ie/thebigknit)

Once you're done knitting, you'll need to get the hats over to us. We've got prizes for the best hats and the best groups of knitters, so make sure to include a little note with every package stating:

- How many hats you've knitted
- Your name, address and phone number
- Your email address
- And the date you've sent stuff in

Then just pop them in the post to the address below so they reach us by the deadline **Friday 14th October**.

**innocent Big Knit 2011,  
Fruit Towers,  
120/121 Lower Baggot Street,  
Dublin 2**

If you've got any questions, tips or wool-related gossip, drop us a note to [howaya@innocentdrinks.ie](mailto:howaya@innocentdrinks.ie) or give the banana phone a call on **01 6644100**.

love from innocent

# hat's amazing

Stuck for inspiration? Here's just some of the amazing hats we received last year. Get your hats in as you knit them for a chance to win some smoothie hampers and the coveted title of Hat of the Week.



**Simple, fancy, cat-shaped – as long as it fits on our bottles, all hats are on.**

