



27 November 2008

AEGON Breakfast Club joins Hearts Players to launch a new Breakfast Club at Balgreen Primary

Today children from Balgreen Primary School joined the full Hearts team for a healthy winter warming breakfast to kick start their day. The children were celebrating with the players the launch of their own AEGON Breakfast Club sponsored by McGrigors legal practice. The children were visiting the Hearts players at their training ground at Heriot Watt's Riccarton Campus.

Balgreen Primary's sponsor McGrigors is one of the UK's most dynamic legal practices. McGrigors are the third local business to sign up to the AEGON Breakfast Club initiative this year, with Pirniehall/St David's and Sighthill Primary Schools are already benefiting from a hearty breakfast in the morning. KPMG leading providers of professional services and SYKES global customer contact service, sponsored their local schools and were eager to be involved with the project upon hearing about the AEGON Breakfast Club's launch. These partnerships were announced at the beginning of this year.

The AEGON Breakfast Club is a three way partnership made up of the City of Edinburgh Council, AEGON UK & Heart of Midlothian Education and Community Trust, the aim is to roll out the AEGON Breakfast Club initiative across the city so that every child receives a free breakfast in the morning, giving them the best possible start to the day.

Ian Lyall from McGrigors says:

"We think this fantastic initiative will really give kids an important boost in the mornings. We are proud to support the AEGON Breakfast Club as part of our Horizons programme, where we seek to make a real difference to the communities we work in."

Paul Blair Head of HR for Sales & Distribution from AEGON says:

"It's fantastic that McGrigors have come on board with the AEGON Breakfast Club initiative. It is a very worthwhile project and the children really benefit from a nutritious start to their day, as we have seen today. We actively encourage more local businesses to get involved with a primary school in their area."



Education leader Councillor Marilyn MacLaren says:

"It is fantastic news that the children from Balgreen will now benefit from our ever expanding breakfast club project. A healthy meal is so important for all children to start their day and I strongly support the expansion of these Hearts / AEGON initiatives. Today was educational and fun as the Heart's players are very good role models in terms of their fitness and commitment to healthy eating."

Campbell Ogilvie, Chairman of the Heart of Midlothian Education and Community Trust from Hearts says:

"We are delighted and appreciate that McGrigors have lent their support to Balgreen Primary School. More and more businesses are recognising the benefits of being involved in the AEGON Breakfast Club programme as a meaningful way of supporting their local community."

Notes to Editor:

- The AEGON Breakfast Club is a tri partnership between AEGON UK the City of Edinburgh Council & Heart of Midlothian Education and Community Trust
- The AEGON Breakfast Club aims to have a Breakfast Club in every school in Edinburgh
- Last month the AEGON Breakfast Club celebrated its first birthday at Tynecastle Stadium with children from Dalry Primary School
- In the UK AEGON offers pensions, life insurance, asset management and financial advice to around 2 million customers. AEGON UK has assets under administration of £51 billion and employs approximately 4,900 staff.
- AEGON is one of the world's leading insurance groups with approximately 30 thousand employees world wide and 40 million customers in the Americas, Europe and Asia. AEGON's revenue generating assets totalled EUR 344 billion at June 30, 2008.

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