



AEGON Breakfast Club Celebrates its first birthday!

The AEGON Breakfast Club today celebrated its first birthday with a special brunch for children of Dalry Primary School, held at Tynecastle Stadium.

Hearts players joined the children, together with Paul Blair, from Breakfast Club sponsor AEGON UK and Councillor Marilyne MacLaren of Edinburgh City Council.

Paul Blair said

"We at AEGON are delighted at making a solid start with the AEGON Breakfast Club in its first year. With both KPMG and Sykes group joining AEGON and Heart of Midlothian Educational Trust as sponsors, children at Pirniehall and St David's Primary School and Sighthill Primary are already enjoying the benefits of a healthy breakfast to start the school day. We are looking forward to signing up more schools and sponsors in the coming weeks."

Alan White from Heart of Midlothian Education and Community Trust said "Already the AEGON Breakfast Club initiative has made a positive difference to primary school children in Edinburgh. As a football club we understand the importance of a comprehensive education and the need for healthy lifestyles in young people. We are privileged to be working in partnership with AEGON, City of Edinburgh Council and sponsors to help deliver an important messages and tangible benefits to schools."

Cllr Marilyne MacLaren said:

"I am delighted that our partnership with The Heart of Midlothian Educational Trust and AEGON to further develop Breakfast Clubs in our primary schools across the city has been such a success. A nutritious meal at the start of the day is a great boost for the brain and the body and gets kids off to a flying start each morning."

Notes to the Editor:

- The AEGON Breakfast Club currently has two Breakfast Clubs in operation at Sighthill Primary School & at Pirnie Hall/St David's 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.

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