

1 March 2011

John Lewis Edinburgh announces sponsorship of AEGON Breakfast Club at Lorne Primary School

John Lewis Edinburgh today announced its support of an AEGON Breakfast Club at Lorne Primary School, Leith.

John Lewis is the latest company to back the award-winning initiative. Led by Edinburgh based life and pensions company AEGON, Heart of Midlothian Education & Community Trust, and the City of Edinburgh Council the initiative aims to provide primary school children in Edinburgh with a free and healthy breakfast, where there is an identified need.

In November 2010, the AEGON Breakfast Club programme won a Business to Community award at the European Sponsorships Awards after it was shortlisted from entries open to 13 other countries.

To celebrate John Lewis Edinburgh's support, some of the children from Lorne Primary school visited the department store to learn about what makes up healthy breakfast. They were joined by a first team Hearts Player.

John Lewis chose Lorne Primary School because of its close proximity to the company's Edinburgh store in the St James Shopping Centre.

Hazel Tierney, Operations Manager at John Lewis Edinburgh, said:

"John Lewis Edinburgh and Lorne Primary School have been working together for five years now. We are proud to continue our support by helping local pupils start their day with a healthy breakfast.

"Thanks to AEGON, John Lewis' support will be able to go even further to helping children from the school."

Gill Scott, Director of Human Resources at AEGON said:

"We are delighted that John Lewis Edinburgh has agreed to sponsor an AEGON Breakfast Club at Lorne Primary School, and their contribution will ensure that the children receive a healthy start to their day, for free.

"Following the AEGON Breakfast Club's recent award success at the European Sponsorship Awards, it's another fantastic result for the programme that one of the country's leading retailers is supporting the initiative. It demonstrates the value that companies, large and small, place on supporting their local communities. By having a high profile sponsor, such as John Lewis Edinburgh involved in the project, we hope that this will encourage more businesses, in the local area, to support this very worthwhile cause."

Alan White, Community Manager from Heart of Midlothian Education and Community Trust said:

"We are delighted that John Lewis has chosen to support the AEGON breakfast club at Lorne Primary School. To have a high profile sponsor such as John Lewis is fantastic for the breakfast club programme in general and reinforces the importance of this programme in our community."



Councillor Marilynne MacLaren, City of Edinburgh Council Convener for Education, Children and Families, said:

"It's wonderful news that the children at Lorne Primary School will now be able to benefit from our increasingly popular AEGON Breakfast Club initiative, thanks to this new support from John Lewis.

"Children need to be able to concentrate to learn effectively which is why a healthy breakfast is the essential way for them to start the day. We are determined to continue to provide this vital opportunity to more children across the city and the contribution that business makes to this important project is invaluable."

More information on the AEGON Breakfast Club initiative can be found online here: www.aegonbreakfastclub.org or if you are interested in sponsoring a school in your area please contact Neil Smith on 0131 549 6809.

Notes to Editors:

- The AEGON Breakfast Club is a three-way partnership between the Heart of Midlothian Education and Community Trust, the City of Edinburgh Council and AEGON
- The aim is to develop breakfast club provision in every primary and special school in Edinburgh where a need is identified
- Currently there are 8 AEGON Breakfast Clubs operating across Edinburgh at: Sighthill Primary School, Clovenstone Primary School, Ratho Primary School, Broomhouse and St Joseph's Primary School, Royal Mile Primary School, Colinton Primary School, Niddrie Mill and St Francis Primary School and Pirniehall and 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 management of £56 billion and employs approximately 4,900 staff

Further Information

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