

25 November 2009

## **ARAMARK creates the recipe for success at AEGON Breakfast Club**

ARAMARK is to join up with life and pensions company AEGON to provide a healthy start to the day for primary school pupils.

Today children from Royal Mile Primary School joined by first team Heart of Midlothian players helped create healthy culinary creations in the ARAMARK kitchen. The children were celebrating the launch of their very own AEGON Breakfast Club at Royal Mile Primary, which will make a healthy breakfast available to all pupils.

ARAMARK Limited is a food service partner to organisations across a range of sectors, including business and industry, education, healthcare, offshore and defence. ARAMARK employs over 12,500 people in the UK, and provides tailor-made food services and refreshment solutions, including business dining, employee restaurants, retail facilities and coffee outlets throughout the UK.

Val Carter, Corporate Responsibility Director at ARAMARK said:

“The Breakfast Club event is an important part of ARAMARK’s ongoing commitment to Corporate Responsibility and pushing healthy eating up the consumer agenda. We are looking forward to working with AEGON on similar projects in the future.”

Gill Scott, Head of HR for Life and Pensions Operations said:

“It is fantastic that ARAMARK has backed the AEGON Breakfast Club and helped support their local primary school. The AEGON Breakfast Club is building momentum and it’s rewarding to see so many more children are benefiting from this initiative.”

Campbell Ogilvie from Heart of Midlothian Education Trust says:

“We are working in partnership with a wide range of enthusiastic and committed sponsors to deliver the most ambitious community programme that Scotland’s capital has seen, and I thank ARAMARK for sharing our vision in helping delivery the next step of the AEGON Breakfast Club project”.



City Education Leader Cllr Marilyn MacLaren said:

"A good breakfast is a vital part of a healthy diet and an important start to the school day. This healthy start offered by our Breakfast Clubs helps young people to concentrate and focus as they learn - but more than that, they are encouraged to develop good healthy eating habits and social skills that will last a lifetime."

The AEGON Breakfast Club is a growing initiative which aims to give Edinburgh school children a healthy start to their day. The aim is to develop breakfast club provision in every primary and special school in Edinburgh where a need is identified.

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

## **ENDS**

### **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 5 AEGON Breakfast Clubs operating across Edinburgh at; Sighthill Primary School, Ratho Primary School, Broomhouse and St Joseph's Primary School, Balgreen Primary School, Pirniehall and St David's
- 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 £44.2 billion and employs over 4,900 staff.

### **For Further information:**



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### **About ARAMARK**

- ARAMARK Limited is a food service partner to organisations across a range of sectors, including business and industry, defence, education, healthcare, and offshore.
- We have over 12,500 employees in the UK, who provide a vast range of services to our customers. We deliver tailor-made food service and refreshment solutions, including business dining, employee restaurants, retail facilities and coffee outlets throughout the UK.
- ARAMARK was honoured with two 2008 Cost Sector Catering's industry awards as the recipient of Contract Caterer of the Year and the Corporate Responsibility Award. The company was also recognised at the Scottish Institute of Directors awards and with a Company Award from the Craft Guild of Chefs.

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