

20 January 2010

## **APS paints a bright future for Breakfast Clubs at local primary**

Print Management Services company APS Group is to join up with life and pensions company AEGON to provide a healthy start to the day for primary school pupils.

APS is the latest organisation to support the AEGON Breakfast Club initiative which aims to help to make a difference to the lives of the city's primary school children.

APS, which provides design, artwork, print and logistics services to high-profile organisations, presented Colinton Primary with a large canvass to enable the youngsters to create their own colourful masterpiece depicting a nutritious breakfast scene.

Director Allan Doyle from APS says: "We are keen to invest in the local communities in which we work and are, therefore, delighted to be able to support Colinton Primary School in this important venture which is organised by AEGON, one of our major customers. Research shows that breakfast is necessary to start the day off right and that children learn better at school if they have had a healthy breakfast."

Kevin Grady, Director of HR and Corporate Responsibility said: "We are pleased that APS has partnered up with Colinton Primary School ensuring that the children will be provided with a free breakfast. It is such a worthwhile project and we encourage other businesses to get involved and help make a difference in their local community."

Campbell Ogilvie from Heart of Midlothian Education & Community Trust says: "We are delighted with the support APS is providing through the Breakfast Club initiative. At Hearts we are keen to see other businesses take advantage of a really simple but extremely effective way of supporting their local primary schools.

Our players are hugely supportive of the aims of the Breakfast Clubs and thoroughly enjoy meeting the fans and maybe some players of the future."

Councillor David Beckett, Vice Convener of Education, Children and Families, said: "I am pleased that as we start a new year we are able to build on our breakfast clubs initiative and open a new club at



Colinton Primary School. We have already seen the benefits to our other primary schools through providing breakfast clubs and I'm sure we will continue to build on this success throughout the year".

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, Royal Mile Primary School, and 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.





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