

25 February 2009

Merchiston Building Services lay the foundations for Broomhouse / St Joseph's AEGON Breakfast Club

Another Edinburgh business is to join up with leading pensions company AEGON to provide a healthy start to the day for primary school pupils.

Today children from Broomhouse / St Joseph's Primary School were joined by first team Heart of Midlothian players and staff from Merchiston Building Services. The children were celebrating the construction of their very own AEGON Breakfast Club, complete with trowels and hard hats.

Merchiston Building Services are the fourth local business to get behind the AEGON Breakfast Club. Merchiston Building Services specialise in joinery, building and shop fitting and are based in the East of Edinburgh.

Brian McEwan, Director of Merchiston Building Services, a former pupil at Broomhouse Primary School, an avid Hearts fan and local businessman was especially keen to get involved and help sponsor a school which was of particular importance to him.

Brian McEwan says:

"After being invited to the original launch I was very keen to get involved, it's a great initiative and benefits so many children, providing them with the start to the day they need. As an ex-Broomhouse pupil, I'm glad this school will get the support for a breakfast club that they need."

Sandy Begbie, AEGON UK Director of HR and Corporate Responsibility says:

"This is a great example of an Edinburgh business getting behind a community initiative. It is particularly exciting that Brian has been able to fund an AEGON Breakfast Club at his former primary school. We hope this will inspire other local businesses to support a primary school in their area. The AEGON Breakfast Club is going from strength to strength and it's rewarding to see so many more children enjoying a healthy start to their day."



Councillor Marilyn MacLaren, Convener for Education, Children and Families, said:

"It's fantastic news that the children from Broomhouse/ St David's will now also benefit from our increasingly popular breakfast club project. Research has shown that a healthy breakfast is an important start to a child's day and so it's vital that we continue to expand our breakfast club provision across the city. The Hearts' players are great role models for the children in terms of their fitness, commitment to their profession and to leading a healthy lifestyle."

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. The AEGON Breakfast Club aims to have 10 clubs operating by the end of 2009.

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.

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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 4 AEGON Breakfast Clubs operating within Edinburgh at; Sighthill 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 £51 billion and employs approximately 3,000 staff at its Edinburgh headquarters.





For Further information:

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