

16 March 2010

Nairn's serves up a new breakfast club for local primary school

Nairn's Oatcakes has joined up with leading life and pensions company AEGON to provide a healthy start to the day for primary school pupils at Niddrie Mill and St Francis, as part of the AEGON Breakfast Club programme.

Nairn's is the latest Edinburgh based business to support and sign up to the AEGON Breakfast Club initiative. The programme aims to make a difference to the lives of Edinburgh's primary school children by providing a free breakfast where there is an identified need.

Based in the Peffermill area of Edinburgh since 1935, nairn's is a stone throw away from Niddrie Mill and St Francis Primary Schools and has been producing simple and natural oatcakes since 1896.

To celebrate the partnership, children from the school were today treated to a special lesson at the nairn's factory to see how oatcakes are made.

Nairn's Director Mark Laing highlighted why the partnership with these local primary schools is important. He said:

"Nairn's is delighted to support this important new Breakfast Club at Niddrie Mill and St Francis. As leading manufacturers of healthy oatcakes and biscuits Nairn's recognise the importance of a healthy breakfast to start the day. It helps the children to work and behave better throughout the school day."

Kevin Grady, Director of HR and Corporate Responsibility at AEGON, said:

"The AEGON Breakfast Club brings significant benefits to children in ensuring they get the right start to the school day. We are keen to encourage local businesses to get involved and help make a difference in their local community. We are delighted that nairn's have decided to get involved and we are pleased that the children at Niddrie Mill and St Francis now have their very own AEGON Breakfast Club giving them the best start to their day."





Heart of Midlothian Education and Community Trust chairman Campbell Ogilvie said:

"We're delighted to welcome nairn's Oatcakes on board as another major local business prepared to lend such important support to Niddrie Mill and St Francis Primary Schools.

"We encourage other business in the city to get involved in this fantastic programme, which gives Edinburgh's children the best possible start to the day."

Deputy Convener of the Children & Families Committee, Councillor David Beckett, said:

"The AEGON Breakfast Clubs are going from strength to strength and this new support from Nairn's for its local school is a very welcome addition to the project.

"Children need to be able to concentrate to learn and a good healthy breakfast helps them do that. The contribution that business makes to this important project is invaluable and the more support there is, the more children will get the ideal start to the school day."

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 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 6 AEGON Breakfast Clubs operating across Edinburgh at; Sighthill Primary School, Ratho Primary School, Broomhouse and St Joseph's Primary School, Royal Mile Primary School, Colinton 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

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