

Fresh



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www.aegonbreakfastclub.org

APS Group paints a bright future at Colinton Primary School

Print management services company APS Group 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.



Children were joined by Hearts FC first team players Scott Robinson and Gordon Smith at Colinton primary School.

Allan Doyle, Director at APS Group in Scotland said:

"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 initiative. Breakfast is necessary to start the day off right and that children learn better at school if they have had a healthy breakfast."

Councillor David Beckett, Vice Convener of Education, Children and Families, said:

"I am pleased that as we start a new year and thanks to organisations such as APS Group, 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"

Become a Sponsor

For more information about the AEGON Breakfast Club, including potential support opportunities, please contact Neil Smith (details below):

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Current AEGON Breakfast Club Sponsors & Supporters



Hearts star Jason Thomson talks to us about breakfast clubs

The AEGON Breakfast Club is a superb initiative aimed at providing schoolchildren with a healthy start to the day.

It should not be underestimated how important a good breakfast is, particularly for kids starting out on their busy school day, and that's why this scheme is so important.



A number of schools across the city are now benefiting from this project as more and more local businesses sign up to sponsor and support the initiative.

Having attended a launch myself, it was great to see first hand how much the kids enjoyed a nutritional first meal of the day, perhaps something they were not used to having due to any number of reasons.

As a club, Hearts is delighted to be involved with such an ambitious community initiative and the more youngsters who benefit from it the better.

Read more on the launch that Jason attended on our website: www.aegonbreakfastclub.org

Spare some thoughts...

Thanks to some great support from FES Ltd we are planning to introduce a thoughts book to each school with a breakfast club in the very near future.

This will give children at the school an opportunity to write down their thoughts on the breakfast club – and allow us to give this valuable feedback to their sponsor.

Watch out for these books appearing on a breakfast table near you!

AEGON Breakfast Club enjoys more TV coverage

There have been several new breakfast clubs launched recently, with some great new sponsors – and the cameras are no stranger to these events!

Our recent launches have been covered by STV, Sky and BBC.

You can see all our videos in the media section of the website – logon and check them out:

www.aegonbreakfastclub.org/video

