

Press Release

23rd November 2018

HEALTH SHIELD & ABERDEEN FOOTBALL CLUB LAUNCH MAJOR NEW PARTNERSHIP

Award-winning Health Cash Plan provider Health Shield is confirmed as the official Health & Wellbeing partner of Aberdeen Football Club (AFC).

The partnership will see Health Shield providing health and wellbeing initiatives and education to staff, supporters, businesses and employees in the north east of Scotland.



During a launch event this week at the Club, to which other partners of AFC, plus representatives from local business and media were invited, **AFC Commercial Director Rob Wicks** said: “Given the Club regularly engages people of all ages in activities that promote good health and wellbeing, it made perfect sense to partner with Health Shield, a brand synonymous with quality, passion and insight in the sector.

“Health Shield will develop targeted health programmes aimed at increasing physical activity levels and an understanding of healthy lifestyles, effectively assisting the Club to bring about positive change for people in the local community.”

Health Shield CEO Courtney Marsh said: “We feel privileged to be the official health and wellbeing partner of AFC. As a friendly society with a long heritage and a reputation for putting the needs of our members first, we see natural synergies with AFC in terms of bringing about positive change to local communities.

“Together, we aim to improve the health and wellbeing of as many people as possible – including AFC staff, players, fans and employees of local businesses in Aberdeenshire.

“This initiative in north east Scotland reflects our strategy to extend our accessible health and wellbeing philosophy to communities and businesses further within - and beyond - our traditional markets.”

Also in attendance at the launch event was **AFC’s Central Defender Mark Reynolds**, a supporter of the initiative: “While as professional athletes we have to lead an extremely healthy lifestyle in order to carry out our jobs, this partnership demonstrates that AFC is conscious of the responsibility the club has to influence the wider community.”

- ENDS -

For further information please contact:

Kevin Carr, Carr Consulting & Communications 07887 838811

Suzanne Clarkson, Carr Consulting & Communications 07799 873586

Notes to editors

Photo of (left to right) Rob Wicks, Mark Reynolds and Courtney Marsh attached

About Health Shield

Established in 1877 Health Shield is an award-winning and market-leading provider of Health Cash Plans and health and wellbeing services. Health Shield is a non-profit making friendly society without shareholders, operating for the benefit of all our members. We are committed to providing competitively-priced products that are sustainable and affordable, and strive to enhance our award-winning reputation in the market. www.healthshield.co.uk