



PRESS RELEASE
FOR IMMEDIATE RELEASE

ea Consulting Group's new charitable arm lends helping hand to Great Ormond Street Hospital's Radio Lollipop

<International children's charity first to partner management consultancy's newly registered charity>

London, February 17, 2009 – Following the launch of the ea Consulting Group Foundation, a newly registered charity, ea Consulting Group (eacg) is proud to announce that the foundation's first partner is Radio Lollipop at Great Ormond Street Hospital.

Radio Lollipop is an international children's charity that believes in the healing power of play and provides care, play and comfort and entertainment to children on wards in hospitals. It began in 1978 at the Queen Mary's Hospital for Children in Carshalton, Surrey, the largest children's hospital in Europe at the time. Currently Radio Lollipop provides services across hospitals in the UK, America, Australia and New Zealand, with a view to expanding into Canada in the near future.

Cheryl Robson, Director at eacg, said: "Radio Lollipop provides an essential service to children in hospitals who are in some cases spending months on wards. Through its team of volunteers, Radio Lollipop provides comfort and company for these children twenty-four hours a day."

"The ea Consulting Group Foundation is working with Radio Lollipop London to help manage its team through a greater use of technology, by reducing admin time and placing more volunteers on the wards with children."

Children staying in hospitals where Radio Lollipop provides its 'toy box' of services can engage in interactive play using a comprehensive range of fun activities developed over the years by the charity. In some of the hospitals in which Radio Lollipop works, radio studios have been set up to present a unique child-orientated programme of interactive competitions, music, stories and games.

Andrew Kendall, an associate at ea Consulting Group and Chairman of Radio Lollipop London, said: "We really appreciate the support provided by the ea Consulting Group Foundation. Its involvement will help us with our 'play programme' and allow us to spend more time with children in hospital in 2009."

He added: "As chairman of Radio Lollipop London and an associate at ea Consulting Group, I am delighted that the company is prepared to invest time and money in projects that are close to the hearts of the people it works with."

Madeline Ismach, Head of Pyschosocial Services at Great Ormond Street Children's Hospital is delighted to have Radio Lollipop provide its children's radio service and believes that its inclusion of play has moved the offering into 'a whole new dimension'.

The ea Consulting Group Foundation was launched at eacg's 10th anniversary event on November 26, 2008. The charity is dedicated to supporting vulnerable children, young people, the elderly and those with disabilities. Through the Foundation, eacg makes grants, provides human resources and offers advice, advocacy and strategic information to other charitable organisations. To download an application for assistance from the eacg Foundation please go to www.eacg.co.uk.

- ends -

NOTES TO EDITORS

About ea Consulting Group

ea Consulting Group (eacg) is a management consultancy firm focused on delivery in all aspects of process, systems and people within the financial services, telecommunications and utilities sectors. eacg was formed in 1998 to offer ethically-sound consulting services and has delivered change programmes and consultancy projects globally, across Europe and throughout the UK. eacg has assigned over 250 consultants in the last 12 months and has experienced a 10 fold turnover increase since 2005 making it the fastest growing management consultancy and the overall 22nd fastest growing company in the UK. www.eacg.co.uk

About Radio Lollipop

Radio Lollipop began in 1978 at Queen Mary's Hospital for Children in Carshalton, Surrey. At the time Queen Mary's was the largest children's hospital in Europe with over 460 beds in 36 wards on a site covering over 92 acres. In addition to its paediatric cases the hospital was also home to many children with learning disabilities. At mid-day on the 5th May 1979 the very first Radio Lollipop went on-air.

Following a successful first year an application was made to the International Year of the Child Committee for a grant to develop Radio Lollipop. The Committee were so impressed with the work of Radio Lollipop they agreed to provide a grant to enable Radio Lollipop to establish itself as a national charity, and to provide the special Radio Lollipop service in other hospitals.

Since that time there has been an international expansion. In 1985 the first Radio Lollipop outside the UK was started in Perth, Western Australia, at the Princess Margaret Hospital for Children. From these beginnings the organisation has expanded further with services in America, Australia and New Zealand joining those developed in the UK.

www.radiolollipop.org

Press contacts

James Mitchell or Moe Lokat
Coral Media Ltd
eacg@coralmedia.co.uk
07779 165093 / 07973 306039