



NEWS RELEASE

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STAFF AT HAMILTON FRASER INSURANCE HELP 'DENIMISE THE NATION' ON JEANS FOR GENES DAY

On Friday 5th October 2007 staff at Hamilton Fraser Insurance will help 'denimise the nation' when they jump into their jeans on Jeans for Genes Day.

The annual campaign is urging thousands of employees to make a difference to the lives of children with genetic disorders simply by wearing their jeans and donating £2. The charity's aim is to raise £3million and proceeds will help seven national charities, including Great Ormond Street Hospital Charity, the National Deaf Children's Society and the Sickle Cell Society.

In the UK, one baby in every 33 is born with a genetic disorder or birth defect – that's one born every 30 minutes whose life could be affected. So far, Jeans for Genes has raised more than £27million to support pioneering research projects and provide valuable support services for affected children and their families across the country.

Eddie Hooker, Managing Director said:

"On Friday 5th October staff at Hamilton Fraser Insurance will 'denimise the nation' when they jump into their jeans all in aid of Jeans for Genes. Getting involved is great fun and so easy! Our employees love getting dressed up in their



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denims and just by wearing a pair of jeans they will be helping change the lives of children with genetic disorders.”

Go on, get ‘denimised!’

To find out more about Jeans for Genes, visit www.jeansforgenes.com or call freephone 0800 980 4800.

Notes to Editors

1. Hamilton Fraser is a trading name of HFIS plc. HFIS plc are authorised and regulated by the Financial Services Authority.
2. For general information about Hamilton Fraser Insurance visit our web site at www.hfis.co.uk or telephone on 0845 310 6335

Issued by Hamilton Fraser Insurance

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