

Legal & General Personal Investing and Girlguiding inspire next generation of female entrepreneurs

- *Legal & General Personal Investing and Girlguiding announce winners of My Future Business competition*
- *The winning idea is an app that provides information on the suitability of food products and allergen information*

Legal & General Personal Investing and Girlguiding are bringing the message of entrepreneurship, financial savviness and social responsibility to young women across the UK. Legal & General Personal Investing has committed to a five-year partnership with Girlguiding, the leading charity for girls and young women, which includes sponsoring the saver badge for Guides and a nationwide competition, *My Future Business*.

My Future Business encouraged entrepreneurship in girls and young women by asking them to present the idea for a venture that could turn £100 into £300. The competition was designed to empower girls and young women to become financially responsible and harness their inner entrepreneur. It also encouraged entrants to think about their social footprint.

Legal & General and Girlguiding are delighted to confirm the winners of the competition are the 1st Alderley Edge Girlguiding Senior Section group with their idea for an app called **Living Freely**.

Deemed by judges to be ‘the most exciting and viable business idea’, the app would provide information on the suitability of food products or dishes for those with dietary restrictions, allergies or intolerances. The app would also allow users to scan barcodes on food when shopping, to access ingredient and allergen information.

The partnership will educate and encourage more young women to think about entering the world of business, as well as engaging with their finances. Legal & General believes that empowering women and improving representation in industry must start at a young age.

Helena Morrissey, Head of Legal & General Personal Investing, commented: *“My Future Business shows the endless innovation that the female entrepreneurs of tomorrow can offer and the wealth of credible, sustainable but creative business ideas that come with investing in women-led business. Living Freely challenges conventional business models and tackles a live issue in a simple and technically innovative way, illustrating how bringing together women, business and tech will underpin inspirational start-ups of the next generation. It really highlighted how wonderful, rewarding and broad the spectrum of business can be”.*

Kat Lee, Head of Youth Programmes at Girlguiding, said: *“Empowering young women to become business leaders in their communities must start at a young age. This competition has sparked an optimistic curiosity towards entrepreneurship in a fun and creative way. Even though there could only be one winning unit, we were impressed by all the ideas generated and how the girls came together to talk about business. It was very inspiring.”*

One winner from the Alderley Edge unit commented on how the competition has helped them:

Amelia, a member of 1st Alderley Edge District Senior Section, said: *“Winning has made us consider money more carefully. It also made us appreciate the work of female entrepreneurs and business women who have started businesses of their own from scratch. The whole group is taking a greater interest in what is happening in the business world; some of us have even been inspired to get involved with Young Enterprise competitions.”*

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Notes to editors

About Legal & General:

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with international businesses in the US, Europe, Middle East and Asia. With over £1 trillion in total assets under management at 31 December 2018, we are the UK's largest investment manager for corporate pension schemes. We have also invested over £19 billion in direct investments such as homes, urban regeneration, clean energy and small business finance. We have around ten million customers across the group, including nine million insurance customers, three million savings and investment customers, three million people in workplace savings schemes and over one million annuity customers.

For more information, please contact:

LGIM PR team
lgimprteam@lgim.com

About Girlguiding:

Girlguiding is the leading charity for girls and young women in the UK, with almost half a million members. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them a space to have fun. We run Rainbows (5–7 years, 4-7 years in Ulster), Brownies (7–10 years), Guides (10–14 years) and The Senior Section (14–25 years). Registered Charity No 306016.

www.girlguiding.org.uk

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For further information, images or interview requests please contact the Girlguiding Press Office
pressoffice@girlguiding.org.uk / 020 7592 1733

www.girlguiding.org.uk