

LASAROW SPEAKS AT BUCKINGHAM PALACE

Avi Lasarow, managing director of Trimega Laboratories, was invited to speak recently (30.3.10) at a Duke of Edinburgh's Award (DofE) event at Buckingham Palace, attended by HRH The Duke of Edinburgh.

Trimega were invited to speak as a Charter Member of the DofE. The event was a 'Celebration of Partnerships' to cement and recognise the important relationships that the DofE has with its Local Authority partners. Chaired by the TV news presenter, Martyn Lewis CBE, it was attended by Directors of Children's Services from Local Authorities across England and highlighted the work they have achieved by using The Duke of Edinburgh's Award as a life and community changing tool. As well as HRH The Duke of Edinburgh and Avi Lasarow, Maggie Atkinson, Children's Commissioner and Professor Andrew Pithouse, Director of Social Work Studies at Cardiff University addressed the audience.

Also being presented at the event were the findings of some new research carried out by the University of Northampton illustrating The Duke of Edinburgh's Award's impact on young people and its ability to support Local Government objectives.

Avi Lasarow, explained: "I'm really impressed by the work the DofE does in keeping young people on track and providing them with positive activities and inspiration. Our involvement has enabled us to witness the impact it has on those it comes into contact with, which was confirmed by the research presented. Namely how 90% of young people through the DofE have been given the opportunity to help others, 84% have become more responsible, 74% believe that they have increased their self esteem and 71 % have gained greater belief in themselves."

Peter Westgarth, CEO, The Duke of Edinburgh's Award, commented: "The Duke of Edinburgh's Award is delighted to have Trimega Laboratories as a supporter of our charity. We were pleased to welcome Avi Lasarow as a supporter to speak at our Celebration of Partnerships event."

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About The Duke of Edinburgh's Award www.DofE.org:

- The Duke of Edinburgh's Award was founded in 1956 by HRH The Duke of Edinburgh who remains the Patron. HRH The Earl of Wessex is a Trustee.
- Last year, over 275,000 young people were taking part in DofE programmes in the UK. Over 30,000 of these young people were from disadvantaged backgrounds.
- In total, over 4,235,000 people have participated in DofE programmes and gained over 1.76m Awards in the UK since 1956.
- Over 168,117 young people started a DofE programme in the UK, a 4.3% increase on last year.
- 66,273 achieved a Bronze, Silver or Gold Duke of Edinburgh's Award, up 2.5% on last year.

- Through the volunteering part of their programme, young people give their free time to society with a value of over £13.5million per year.
- The Duke of Edinburgh's Award is a Registered Charity No 1072490.
- Currently almost 7% of 14-17 year olds in the UK are taking part in over 10,000 DofE groups, run in youth clubs, voluntary organisations, schools, colleges, Young Offender Institutes and businesses.
- In 1988 The International Award Association was established to co-ordinate and develop the DofE worldwide and, since 1956, over 6 million young people in over 123 countries have taken part.
- Across the world, in total over 635,000 participants are doing DofE programmes at any one time.

About Trimega Laboratories

Established in London in 2005, Trimega Laboratories (www.trimegalabs.co.uk) has developed a range of innovative techniques for testing substances of abuse. Its core business is laboratory-based analysis of hair samples that provides accurate historical records of any alcohol or drugs dependency over a one to 12 month period. Its methods have been recognised as 'World Leading' by the Society of Hair Testing, a consensus reached by experts from 23 countries. In the UK its clients include: Family Law specialists, Social Services, regulatory bodies, professions such as nurses and pilots, as well as being ordered by the Courts directly. Other services offered by Trimega Laboratories include: Roadside Drugalyzer Testing for law enforcement, Hair Steroid Testing for athletes, and most recently, Hair Benzodiazepines Testing. Trimega Laboratories won the title of Best Use of Technology in the 2008 Barclays-sponsored Startups Awards, was a regional winner in the 2008 HSBC Start-up Stars, a runner-up in the 2009 Customer Service Awards, and has been on the shortlist for the National Business Awards two years running.

ENQUIRIES:

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FOR FURTHER INFORMATION ON THE COMPANY VISIT WWW.TRIMEGALABS.COM