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Helping Children “Cope” with Diagnostic Tests and Therapeutic Procedures . . .

LEGO® Children’s Charity Golf Tournament Proceeds to Benefit Connecticut Children’s New Center of Procedural Excellence (CoPE)

HARTFORD – Proceeds from the 2015 LEGO® Children’s Charity Golf Tournament, held in partnership with Travelers Championship, will help Connecticut Children’s Medical Center provide more convenient, centralized sedation services for pediatric patients undergoing diagnostic tests and therapeutic procedures.

A \$75,000 donation from this year’s tournament will benefit the new Center of Procedural Excellence (CoPE) planned at Connecticut Children’s 282 Washington campus, where families will find the unique services their child needs to minimize or cope with the pain or anxiety associated with minor surgical procedures or diagnostic tests such as MRI or CT scans.

The funding will be used to renovate and equip one of six exam rooms to be housed at the Center, which is scheduled to open in the spring of 2016.

Helping Children

Now in its fourth year, the LEGO® Children’s Charity Golf Tournament – founded and chaired by Vincent Rubino, senior manager of Event Marketing, and Steve Turco, director of Merchandising of LEGO Systems Inc – is all about helping children. Since its inception, the tournament has raised more than \$285,000, providing past support to Connecticut Children’s new Cardiovascular Care Center and to its Farmington Surgery Center.

“We are thrilled to continue our partnership with Connecticut Children’s through the LEGO Children’s Charity Golf Tournament,” said Vincent Rubino. “The tournament is so special because we are all able to come together and enjoy a fun day of golf while giving back to truly worthy causes. We know that the money raised by this year’s tournament will benefit thousands of children and their families during what can often be a very stressful time.”

A Longtime Supporter

LEGO Systems Inc has been a longtime supporter of Connecticut Children’s. In addition to the golf tournaments, the company, based in Enfield, Connecticut, supports the annual Friends Storybook Gala,

which raises money to fund state-of-the-art equipment and innovative programs that benefit patients, family and staff.

In addition, the LEGO Community Fund US recently awarded a \$250,000 grant to Connecticut Children's Office for Community Child Health to institute a new standard of care for children at-risk for developmental delays, and has made possible the Family Resource Room in the Care Center for Cancer and Blood Disorders.

"It is important for us as a company to give back to the local community, and the mission of Connecticut Children's is closely aligned with ours," said Steve Turco. "We are longtime supporters of Connecticut Children's and the fantastic work they do and we look forward to continuing to work with them for years to come to better the lives of children in the greater capitol area."

Grateful for the Support

"We are extremely grateful to LEGO Children's Charity Golf Tournament for its support of our new Center of Procedural Excellence – and to LEGO Systems Inc for its longtime support of Connecticut Children's," said Doreen Tarascio, vice president of Donor Relations at Connecticut Children's Medical Center Foundation. "Without question, LEGO Systems' generosity and its support of Connecticut Children's programs and services have had a positive impact on the care of children in our region and across the state."

Photo Caption

Funds raised at the 2015 LEGO® Children's Charity Golf Tournament, held in partnership with Travelers Championship, will benefit the new Center of Procedural Excellence (CoPE) planned at Connecticut Children's Medical Center. Steve Turco, director of Merchandising of LEGO Systems Inc (at left) and Nathan Grube, tournament director for the Travelers Championship (right), presented a check in the amount of \$75,000 to Connecticut Children's in September. Martin Gavin, former Connecticut Children's President and CEO (center), accepted the gift on behalf of the Medical Center.

About Connecticut Children's Medical Center

Connecticut Children's Medical Center is a nationally recognized, 187-bed not-for-profit children's hospital serving as the primary teaching hospital for the Department of Pediatrics at the University of Connecticut School of Medicine. Named among the best in the nation in the annual *U.S. News & World Report* "Best Children's Hospitals" rankings, Connecticut Children's is the only free-standing children's hospital in Connecticut that offers comprehensive, world-class health care to children. Our pediatric services are available at Connecticut Children's Medical Center in Hartford and at Saint Mary's Hospital in Waterbury, with neonatal intensive care units at Hartford Hospital and the University of Connecticut Health Center, along with a state-of-the-art ambulatory surgery center, five specialty care centers and 11 other locations across the state. Connecticut Children's has a medical staff of nearly 1,100 practicing in more than 30 specialties.

For more information, visit

WWW.CONNECTICUTCHILDRENS.ORG

About LEGO Systems Inc

LEGO Systems Inc is the North American headquarters of The LEGO Group, a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials.

Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at www.LEGO.com.

For more news from the LEGO Group, information about our financial performance and responsibility engagement, please visit <http://www.LEGO.com/aboutus>.

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About the Travelers Championship

The Travelers Championship, held in Cromwell, Connecticut, is one of the premier events on the PGA TOUR and part of the FedExCup series. The tournament proudly supports the PGA TOUR's Tradition of Giving Back by donating 100 percent of net proceeds to charities. Travelers, a leading provider of property casualty insurance for home, auto and business, is the Official Property Casualty Insurance Provider of the PGA TOUR. The company became the tournament's title sponsor in 2007. Travelers has been doing business in the community for more than 150 years and has been a corporate sponsor of this event each year since its inception in 1952. Complete details are available at www.TravelersChampionship.com.