

News From Aon



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For immediate release

Aon's Global *Pass It On* Program Coming to Philadelphia

PHILADELPHIA (March 27, 2012) – “[Pass It On](#),” a global program initiated by [Aon](#), the world’s largest insurance broker (NYSE: AON), will commence at the Philadelphia Museum of Art steps at 10:30 a.m. on April 13, 2012.

Aon is the principal sponsor of the world’s most recognizable sports franchise, the Manchester United soccer team. In October 2011, several autographed [Manchester United](#) soccer balls embarked on an eight-month journey across six continents to ‘pass on’ the good news about Aon Corporation. The North American soccer ball will travel through Philadelphia’s historic areas with a stop at City Hall at noon on April 13.

Said Aon Affinity Vice President Catherine Schneider, “Pass It On is a platform to tell the Aon story and engage our colleagues, clients and communities. We hope to demonstrate to the world how Aon’s 61,000 colleagues in over 120 countries can use our global connectivity for doing good, developing talent and touching communities across the globe—empowering economic and human possibility everywhere we do business.”

Three teams from Aon will pass their Manchester United soccer balls along three transcontinental routes covering approximately 180,000 kilometers, nearly four-and-a-half times the Earth’s circumference. The soccer balls will stop at 195 of Aon’s 600 offices and at other points of interest around the world.

The program kicked off in Manchester, England, with a soccer match between Manchester United and Manchester City, on October 23, 2011. As the soccer balls travel across countries and continents it has triggered community involvement and charity initiatives, including...

- Manchester United coaches teamed with the [Special Olympics](#) to teach children soccer techniques in a number of cities from Johannesburg, South Africa to New York City
- In Seattle, Aon hosted a special charity event for [Global Development](#), an alliance of businesses seeking to diminish global poverty through economic development
- In Sydney, Australia, Aon sponsored a Women International Network event; the keynote was presented by Smith Family charity CEO Lisa O’Brien who spoke on helping disadvantaged children

Philadelphia area Aon employees will take part in a charity event on April 15 to benefit local residents. On April 16 and 17, the Manchester United soccer ball will visit the Aon offices in Radnor and Hatboro, where the company has approximately 700 employees.

Among the goals of the program is to increase awareness and support for “Find A Better Way,” a global charity that works toward the eradication of land mines worldwide. Find A Better Way was founded by legendary Manchester United soccer player Sir Bobby Charlton.

The soccer balls will meet up in London in June 2012, where they will be auctioned off to benefit Find A Better Way at Aon’s 25th Anniversary Gala Celebration at Lloyd’s of London.



Pass It On was named the top business-to-business social media marketing program of the year in the non-tech category by the readers of [BtoB Magazine](#). The announcement was made at BtoB Magazine's [Social Media Marketing Awards](#) ceremony on March 20 in San Francisco, CA.

To learn more about the Aon *Pass It On* program, visit <http://www.aonpassiton.com>. To receive a schedule of where the Manchester United soccer ball will be in the Philadelphia area on April 13th, please email Catherine Schneider at catherine.schneider@aon.com.

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About Aon

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