

## Standard Chartered Ramadan initiative distributes over 1,400 packs of water and dates across the Kingdom

- involved over 38 Bahraini Bank volunteers
- Covered a total of five districts during Iftar time

**Bahrain, 24 July, 2013** - Standard Chartered Bank recently conducted a Ramadan 'food drive' initiative, a first for the Bank, where a total of 1,400 packs of water and dates were distributed on the streets of Bahrain by Bahraini Bank volunteers during Iftar time.

The activity, conducted over a period of 3 days, was part of the Bank's Diversity & Inclusion committee's Middle East food drive initiative. Employee volunteer work involved time in packing the items, delivery as well as distributing them to people on the streets in areas including: Zinj, Muharraq, Riffa, Hamad Town and Budaya. Volunteers included Standard Chartered branch employees and managers who conducted the distribution at the peak hour of Iftar time. This particular initiative also promoted road safety through a simple message attached to the pack itself 'Slow down to enjoy your Iftar', to encourage drivers who are still driving during Iftar not to speed.

### **Commenting on the initiative, Hassan Jarrar, CEO at Standard Chartered Bank - Bahrain said,**

"Giving during the Holy Month is part of the Bank's ongoing community activities. Standard Chartered strongly believes in contributing to the community and society where we operate because community investment and volunteering is a part of the Standard Chartered culture. The Bank believes that while it is important to do business, plan growth and build market share, it is also important to uphold humanitarian values to help the needy."

"This Ramadan feeding the needy is part of a broader initiative planned by the Bank's Diversity & Inclusion agenda across the MENAP region. At Standard Chartered, our Here for good brand promise is demonstrated through the clear commitment of the Bank in Bahrain since 1920."

Standard Chartered is very active in the Bahraini community. It had recently organised the 'Walk for Autism' in coordination with Alia Centre for Early Intervention where more than 100 participants joined the walk. The main objective was to raise awareness of Autism and ways for children to be educated and trained so they can be integrated into society where they can be productive citizens.

Each staff member from the Bank is entitled to 3 volunteering days per year. This is to encourage a volunteering culture across the Bank and promote 'giving back to the community' principle.

### **For further information, please contact:**

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