



Standard Chartered and Liverpool FC partner to tackle avoidable blindness

Standard Chartered and Liverpool FC have teamed up to help eliminate avoidable blindness through the Bank's flagship community programme, Seeing is Believing, for the sixth year in a row.

Two days after World Sight Day, on Saturday 14th October, the Reds will take to the pitch at Anfield wearing the Seeing is Believing logo on their shirts for an iconic fixture against Manchester United.

Although more than 253 million people around the world suffer from visual impairment issues, up to 80% of cases can be prevented or cured. This season marks the sixth year that Standard Chartered and Liverpool Football Club have come together to support Seeing is Believing. To date, the partnership has raised almost £300,000 through fan contributions, auction proceeds and Bank matching.

Following the 14th October match, there will be a series of online charity auctions on Charity Stars in support of Seeing is Believing, where fans and supporters will be able to bid for limited edition match day shirts signed by the players. All donations will be matched by Standard Chartered and mobilised to win the fight against avoidable blindness globally.

Standard Chartered has focused on eliminating avoidable blindness since 2003 and has reached over 150 million people through medical interventions, eye exams and eye health education. Since inception, Seeing is Believing has run 166 projects across 36 countries.

David Fein, Chairman of Seeing is Believing and Group General Counsel at Standard Chartered, said: "I am inspired by the amazing support that Seeing is Believing continues to receive from Liverpool FC. Eighty-nine per cent of avoidable blindness occurs in low and middle income countries, affecting many of the communities in which Standard Chartered operates. This initiative is making a tangible difference to the lives of millions of people around the world, and Liverpool FC's support brings us one step closer to eradicating avoidable blindness."

Billy Hogan, Chief Commercial Officer and Managing Director at Liverpool Football Club, added "We are delighted to partner with Standard Chartered for a sixth year to support Seeing is Believing. By building awareness about visual impairment amongst our players and fans, I am sure we can progress the fight against avoidable blindness and improve the lives of millions globally."

Globally, an estimated 36 million people are blind, and a further 217 million suffer from moderate to severe visual impairment, yet in four out of five cases, blindness can be prevented or treated. Through simple treatments and affordable surgeries, it is possible to transform the lives of both children and adults, benefiting not only those who receive treatment, but also their families.

Following the fixture against Manchester United, fans will be able to bid for the limited edition items on Charity Stars until Thursday 2nd November; with all money raised going towards Seeing is Believing.

<http://www.charitystars.com/foundation/seeing-is-believing>

For more information about Seeing is Believing, visit

<https://www.sc.com/en/sustainability/investing-in-communities/seeing-is-believing.html>

As part of its ongoing 'Numbers' campaign, a season-long digital campaign to commemorate Liverpool Football Club's 125th anniversary, Standard Chartered will launch "#64", representing the year 'You'll Never Walk Alone' became the LFC anthem.

For more information on the Numbers campaign, visit <https://www.sc.com/lfc125>

- ENDS -

For further information, please contact:

Liverpool Football Club

PR-Department@liverpoolfc.com

+44 (0)151 432 5686

Standard Chartered

Simon Kutner

Executive Director, Group Media Relations

Simon.Kutner@sc.com

+44 7876 002 013

Notes to Editors:

Standard Chartered's sponsorship of Liverpool FC



On 14th September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal which saw the Bank become the Club's main sponsor from the beginning of the 2010/11 season. In April 2015, a new four year extension was announced, lasting until the end of the 2018/19 season.

Liverpool Football Club

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business InThe Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

Seeing is Believing

Seeing is Believing is a global initiative to tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) and its membership of eye health organisations.

For over a decade, Seeing is Believing has been supporting projects to tackle avoidable blindness and visual impairment around the world. To date, Seeing is Believing has raised over USD95 million against its target of USD100 million by 2020. Funds raised through Seeing is Believing represent the single largest cash contribution from the private sector to the development of eye health programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.

Standard Chartered

We are a leading international banking group, with around 84,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit www.sc.com. Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).