

# press release

FOR IMMEDIATE RELEASE

## **Standard Chartered Special Programme to Send Out Indonesian Children to be Liverpool FC Mascot**

*LFC Dream Mascot is launched as customer reward programme*

**Jakarta, 28 September 2012** – Standard Chartered Bank Indonesia today announced its latest lucky draw campaign "LFC Dream Mascot" as a reward programme to its customers. The programme that started in September until end of December 2012 would reward customers with ultimate grand prizes of travel package to watch live Liverpool FC (LFC) games in Anfield Stadium for two winners as well as send out their children to be the mascot to lead LFC team onto the field of play in April-May 2013.

Head of Consumer Banking Standard Chartered Bank Indonesia Sajidur Rahman commented: "Football is one of sports that are well known and adored by many Indonesians, including our customers. Therefore, Standard Chartered as the main sponsor of Liverpool FC is delighted to launch this programme for our customers and their families so they can enjoy 'money can't buy' experience to watch the games live in Liverpool and make their children as the LFC mascot."

Meanwhile General Manager Retail Banking Standard Chartered Bank Ina Susanti explained: "The lucky draw programme is eligible for existing customers that conduct retail banking transactions as well as new customers that open new accounts in Standard Chartered Bank (savings, time deposit, credit card and personal loan). The customers will stand the chance to win the grand prizes that are divided into two categories, LFC Dream Mascot Experience and LFC Ultimate Weekend, each category for two lucky winners. The Bank will also provide other attractive prizes, such as 10 autograph LFC jerseys, 10 autograph LFC balls, 10 iPad 3, 20 Blackberry Gemini and 200 new LFC jerseys."

The grand prize of LFC Dream Mascot Experience will be given to two lucky customer's children aged 8-11 years old and one accompanying adult to watch live Liverpool FC games in April-May 2013. These children will also have the chance to live their dreams in becoming the mascot to lead LFC team onto the field of play at each designated home match.

Meanwhile, the other grand prize of LFC Ultimate Weekend will be awarded to two lucky winners to watch the home match live between Liverpool FC and Chelsea FC in April 2013. Each winner and one guest will have the opportunity to view the LFC Academy facility as well as take part in a bespoke training session with a legendary LFC player.

"We hope that the LFC Dream Mascot that goes until 24 Desember 2012 would enhance our customers loyalty and trust as well as strengthen Standard Chartered Bank branding in Indonesia," Ina said.

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**Note to Editors:**

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