

press release

For immediate Release

Date set for Standard Chartered Trophy “Road to Anfield” tournament

- *Winner to earn automatic ticket to Anfield, home of Liverpool FC*

Nairobi Tuesday 13th February 2018... The winner of this year’s Standard Chartered Trophy Kenya tournament will gain direct qualification to the international round in Liverpool. This is a departure from last year’s tournament where winners, Capital FM, travelled to Tanzania for the East Africa Regional final to fight for qualification to the international round in Liverpool.

Announcing this, Lamin Manjang, CEO Standard Chartered Bank Kenya and EA, said the 5-aside knock out event will be held on 10th March at St Mary’s School grounds. “The Bank targets to host 36 teams comprising of Standard Chartered clients and Media partners who will battle for the single slot to represent Kenya in Liverpool,” said Mr. Manjang.

At stake is a fully paid up trip to Anfield, the home of Premier League giants Liverpool FC. The winners will travel to the UK for a fully paid 4-day trip to represent Kenya at the Standard Chartered Trophy Finals, which will be played at Anfield, the home of Liverpool FC on 17th May 2018. In addition, the winning team will attend an English Premier League match at Anfield and will benefit from a professional training session with Liverpool FC legends and coaches to help prepare for the final tournament.

Last year was a tough campaign for Kenya. Former champions Capital FM, the first team from Africa to win the international tournament lost at the regional tournament to Azania of Tanzania. Mr. Manjang challenged the teams to replicate 2016 performance and bring back the trophy to Kenya.

Through this partnership, the Bank has rolled out several brand awareness activities across Asia, Africa and the Middle East. In Kenya, the first 5 aside football tournament -*The Road to Anfield*- was launched in 2013 to celebrate the sponsorship of Liverpool Football Club and give a once in a life time experience to clients and media partners.

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Standard Chartered

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