



# press release

## Win a piece of LFC history with Standard Chartered

**Nairobi 6<sup>th</sup> June 2012** – Standard Chartered Bank Kenya today revealed its signed Liverpool FC (LFC) limited edition ‘Seeing is Believing’ shirt that the Bank will use to raise funds to fight avoidable blindness in children aged less than nine years.

The shirt was secured soon after the high profile Liverpool FC’s historic final home game of the season against Chelsea FC on 8<sup>th</sup> May where LFC showcased their limited edition Seeing is Believing shirts. The message of tackling avoidable blindness was loud and clear as LFC changed the ‘Standard Chartered’ logo on their shirts to the ‘Seeing is Believing’ logo, in an initiative that took over Anfield digi boards, for Liverpool’s impressive 4-1 victory against Chelsea. This was the first time that Liverpool FC has displayed the logo of a charitable initiative on the front of the team’s iconic red shirt.

Standard Chartered Bank Kenya will use the autographed limited edition ‘Martin Skrtel’ shirt to raise funds for Seeing is Believing through a radio campaign which will culminate in a grand draw with a lucky winner walking away with the shirt. By smsing SIB to 5505, listeners will be able to make a KShs. 10 donation. Every shilling raised will be matched by the bank.

‘All the money raised through this shirt will go directly to delivering eye care projects in underprivileged communities in Kenya. Through simple treatments and affordable surgeries, we can transform the lives of both children and adults, improving not just the lives of those treated but the lives of their families too,’ said Annie Kigira-Kinuthia, Regional Head – Brand and Sponsorship, Africa & Head - Corporate Affairs East Africa.

There are 39 million blind people worldwide, yet in eight out of ten cases, blindness can be prevented or treated. The majority of avoidable blindness – 90 per cent of cases – occurs in the developing world affecting economic productivity in communities where Standard Chartered operates. The Bank identified cataract operations (costing KShs.17, 500 or USD206 for one eye operation) as a key health intervention where Standard Chartered Bank can make a clear impact in tackling avoidable blindness.

Since becoming official shirt sponsor of Liverpool FC, Standard Chartered has partnered with the Club to raise awareness of Seeing is Believing and the issues of avoidable blindness and visual impairment.

‘We worked together to promote World Sight Day last year, and have organised soccer clinics for visually impaired children across the Bank’s markets in Asia Africa and the Middle East, as well as special half-time activities for visually impaired children from Liverpool. We had Ian Rush conduct the first soccer clinic with ligi ndogo here in Nairobi in 2010. We had another Liverpool soccer clinic in Ghana in April this year and another is planned for the second half of this year in Zambia,’ added Ms Kinuthia.

Ian Ayre, Liverpool Managing Director, added: “Seeing is Believing is a fantastic cause and we are delighted to be using the LFC home shirt to raise awareness for this initiative. Alongside Standard Chartered, we too want to encourage fans across the world to learn about Seeing is Believing’s efforts and hopefully make a donation.”

**- Ends -**

#### **Notes to Editors:**

#### **Standard Chartered’s sponsorship of Liverpool FC**

On 14<sup>th</sup> September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club’s main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-14 season, sees Standard Chartered’s name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club’s history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank’s brand awareness across its core markets in Asia, Africa and the Middle East.

#### **Seeing is Believing**

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading

umbrella organisation for non-governmental organisations working in the field of eye-care. Together with the World Health Organisation, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020. To date, Seeing is Believing has raised over USD45 million for blindness initiatives and plans to raise a further USD55 million by 2020. Seeing is Believing is the single largest contributor to the development of Vision 2020 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.

[www.seeingisbelieving.org](http://www.seeingisbelieving.org)

### **Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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