

# Standard Chartered Nairobi Marathon 2012



## press release

**SPORTS EDITOR**  
**For Immediate Release**

### **Standard Chartered Nairobi Marathon marks 10 year milestone**

**Nairobi, 12<sup>th</sup> September 2012-** The Standard Chartered Nairobi International marathon is marking 10 years since inception in 2003. The 10<sup>th</sup> edition of the SCNM takes place on October 28, 2012 at the Nyayo National Stadium.

Speaking at the launch of the event, CEO Richard Etemesi said that marathon has achieved all the objectives set out when it was first launched ten years ago.

“The marathon has put Kenya on the world map as it continues to attract international runners therefore increasing the profile of our country. Hundreds of people have travelled to Kenya to run the last nine marathons and after the event have proceeded on holiday to some of Kenya’s tourist attractions,” said Etemesi.

The Nairobi Marathon has also served as a platform where budding athletes have launched their international careers.

“Every edition of the Nairobi Marathon for us is an experience that we look forward to. I would like thank all Kenyans for their unwavering support. We remain committed to delivering a world-class event for all Kenyans more than ever before. This year as usual, we promise all participants a well organised event that will meet their expectations be they professional athletes, health-conscious runners or runners just out to have fun,” said Etemesi.

The marathon is the largest sporting event in Kenya today attracting over 16,000 people annually. Standard Chartered Bank will be sponsoring the event for the tenth year running at a cost of KShs. 95 million.

### **The Charity:**

All proceeds from the Nairobi marathon go towards Seeing is Believing, a Standard Chartered Bank Charity aimed at eradicating avoidable blindness. Last year, KShs14.5 million was raised and went into funding cataract operations in Sabatia, Kikuyu, Tenwek, Kwale and Lighthouse for Christ Eye Centres.

## **Milestones:**

Since its inception in 2003, the marathon has grown to be the largest sporting event in Kenya attracting the highest number of elite athletes out of all the athletics events in the country.

Over the last ten years, budding athletes have launched their careers in the Nairobi Marathon, offering an excellent opportunity for these runners to not only run one race of their own but to experience an international meet on their home soil.

The Nairobi marathon has indeed been a talent development opportunity with world beaters like Luke Kibet, the World Championships marathon hero, having discovered their prowess in the Nairobi marathon.

In the women's race, Irene Jerotich became the first second-time winner in the history of Nairobi Marathon with a course record of 2:28:47. Jerotich erased the previous route best by four minutes and 56 seconds set by Emma Muthoni in 2008.

The Marathon also profiles Kenya in a number of ways. The marathon is broadcast around Africa on DSTV SuperSports. CNN featured the winners of past marathons extensively in its Africa Report, just to mention a few examples.

**-Ends-**

*For further information, please contact:*

**Emily Kaiga**  
**Head of Brand and Corporate Communications**  
**Mobile: 0772 066592**  
[Emily.Kaiga@sc.com](mailto:Emily.Kaiga@sc.com)

## **Notes to Editors:**

### **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 Bank in Kenya**

Standard Chartered Bank Kenya Limited was established in 1911 with the first branch opened in Mombasa Treasury Square.

Today, 101 years later, Standard Chartered Bank is one of the leading Banks in Kenya, with an excellent franchise. It has a total of 34 branches spread across the country, 84 automated teller machines (ATMs) and 1,700 employees.

Standard Chartered Bank Kenya Limited has local shareholders of about 26%, comprising about 34,000 Kenyans. It has remained a public quoted company on the Nairobi Securities Exchange since 1989.

Our capital, deposit base, and lending portfolio is reported in Kenya Shillings, and we offer a variety of local and foreign currency accounts, both deposit and loan, to our customers. We are also one of the leading lenders to the Kenyan agricultural sector.

Further underpinning its importance, Standard Chartered Bank Kenya Limited hosts the regional Shared Service Centre hub supporting the Bank's technology operations in Uganda, Tanzania, Zambia and Botswana and South Africa on a real time basis.

For further information please visit [www.standardchartered.com](http://www.standardchartered.com). Follow Standard Chartered at [www.facebook.com/standardchartered](https://www.facebook.com/standardchartered) and on Twitter @StanChart.