



## **Posta finish second at 2015 Standard Chartered Trophy**

**Nairobi Monday 11<sup>th</sup> May 2015...**East Africa's representatives Postal Corporation of Kenya put up a spirited performance before going down 1-3 to South Korea in the final of the just concluded Standard Chartered Trophy. The entertaining final saw the fast-paced Korean side race to a 3-0 early lead before Posta reduced the arrears in the closing stages of the match played at the historic Anfield stadium, home of Liverpool Football Club.

This was the first time a team from Africa made it to the final of the five-a-side event which was being held for the fourth straight year. En route to the final Posta finished the group matches unscathed after opening with a hard-fought 1-1 draw against Indonesia before wrapping up the day with a routine 4-0 thrashing of Sri Lanka. Posta continued with the script on day two beating Zambia 2-0 before kicking out defending champions Vietnam 1-0. In the knock out stages Posta whipped UK 4-1 and proceeded to upset pre-match favourites Malaysia 1-0 in the semi finals.

The international five-a-side football competition saw one hundred attendees from ten finalist countries, taking part in the Standard Chartered Trophy finals in Liverpool. After winning domestic tournaments in their home countries, the teams who earned a place in the final stage of the tournament came from Hong Kong, Indonesia, Kenya, Malaysia, UK, Singapore, South Korea, Sri Lanka, Vietnam and Zambia.

Ahead of the tournament, participants had the chance to meet first team player Fabio Borini and LFC Legend Kenny Dalglish at a welcome dinner and take part in a tour of Anfield. They also received exclusive coaching sessions led by Club Legends Alan Kennedy, John Barnes and Ian Rush in preparation for the finals and were given the opportunity to meet first team manager Brendan Rodgers.

"Coming to Liverpool and being involved in this event has been an incredible experience, playing on the pitch at Anfield is an honour and we are so happy to have been given the chance to do so," said James Okal, Posta captain.

Basker Rangachari, Global Head of Brand and Retail Marketing at Standard Chartered, commented: "This is the fourth year we have run the award-winning Standard Chartered Trophy, and each season it grows in popularity. We had thousands of clients and

employees from across the globe sign up to take part in this year's event and the response, as always, has been exceptionally positive."

Liverpool FC's Chief Commercial Officer, Billy Hogan said: "Our partnership with Standard Chartered, and events like the Standard Chartered Trophy, allow us to deliver amazing events and experiences to our fans globally. With the recently announced renewal of our partnership with Standard Chartered, we will continue to deliver events of this caliber for many years to come. Congratulations to the winning team, South Korea, and all of the other teams that took part."

The Standard Chartered Trophy was winner of the 2014 Best International Marketing Campaign at the BT Sport Industry Awards.

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