

press release

For Immediate Release:

Standard Chartered Bank to sponsor the sixth Rift Valley Odyssey Cycling Challenge

NAIROBI, Kenya – 16th September 2015. Standard Chartered Bank and the Rift Valley Odyssey today announced a partnership for the 6th edition of the RVO Challenge which will be held from 23rd - 27th of September in Naivasha/Elementaita.

RVO is the only exclusive Mountain Bike challenge in the country and is highly considered to be the most challenging event on the local bike circuit. The RVO holds special importance and with the entry of Standard Chartered Bank three years ago as title sponsor, this historic tournament has gained prestige year after year. The sponsorship has sustained and grown the biking sector, creating an enabling environment for local sportsmen to showcase their talent

RVO continues to be a showcase of top flight international cycling attracting international riders. 75 riders from nine countries will take part in this year's event. In the pack are 19 international riders mainly from South Africa. The Kenya team will have four riders led by blind rider Douglas Sidialo and James Kinja.

Presenting the sponsorship cheque from Standard Chartered Bank Raphael Onyango, acting Head of Corporate and Institutional Clients, commented; "RVO has proven to be a worthy partner as they continue to elevate the event prominence through attraction of high profile cyclists and their support of our "Seeing is Believing" initiative. This annual adventure race has been instrumental in raising awareness of the initiative across the general public who are the beneficiaries. Since we launched our partnership with RVO we have been able to reach thousands of people by strategically locating eye care camps along the cycling routes."

Mr. Eric Nesbitt , the RVO Race Director, thanked Standard Chartered for the continued sponsorship saying the support has been instrumental in upholding the event's profile.

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