

# press release

## **Standard Chartered Nairobi Marathon targets 23,000 runners this year**

**19<sup>th</sup> September 2015, Nairobi, Kenya:** The Standard Chartered Nairobi Marathon will soon feature international elite runners. Speaking during the launch of the 2015 race, Lamin Manjang Standard Chartered CEO disclosed that the Bank in partnership with the Sports Ministry and Athletics Kenya was considering coming up with incentives that will attract elite international stars as a way of boosting Kenya's profile.

"Granted that Kenya is the "Home of Champions" inviting top caliber international athletes will give our local sportsmen an opportunity to race against the world's best," said Mr Manjang.

Since its launch 13 years ago, the Standard Chartered Nairobi Marathon has served as a platform where budding athletes have launched their international careers. Only one winner has successfully defended their title. "This year we are targeting to host more than 23,000 participants. We are confident that from this group another world-beater will emerge. Looking at the previous events, there's no doubt that competition will be stiff," said Mr. Manjang.

Several changes have been lined for this year's event which will take place on 25<sup>th</sup> October 2015. A new category dubbed the CEO Challenge has been introduced to bolster the Seeing is Believing charity kitty. The three kilometer fun run will feature top CEOs. Participants in the 5km family fun run will don race numbers for the first time. The Bank has also introduced the Marathon Saver Account which will allow participants to enjoy up to 15% interest on their fixed deposits. Participants have the option of registering for the Marathon Saver Account when registering for the event. Said Mr. Manjang: "This product has been specifically designed to reward marathon

participants for their loyalty to the course. By opening the Marathon Savers Account, you will enjoy this special interest rate from 1<sup>st</sup> November 2015 to 30<sup>th</sup> June 2016. Participants who complete the 42KM race will enjoy a rate of 15% while those who finish the 21KM race will qualify for 10%. Participants in the 10KM and 5KM races will enjoy a 5% interest rate.”

Mr Manjang announced that participants can register online [www.nairobimarathon.com](http://www.nairobimarathon.com) at a discounted fee of Kshs 1,500 while the manual registration which commences today at Standard Chartered Branches, select Uchumi and Nakumatt Supermarkets, Malls, Corporate partners and Health Clubs will attract a fee of Kshs 2,000.

Through the theme of this year’s marathon ‘**Run for a reason**’, the Bank is hoping to raise Kshs 30 million to be channeled to the ‘Seeing is Believing’ initiative. All the proceeds from Marathon go towards eye surgeries for children under the age of 15; capacity building of eye care health workers; infrastructure development and purchase of eye care equipment. Since the Standard Chartered Marathon was launched in 2003, more than Kshs 100 million has been raised with Kshs28.3 million being realized in 2014. The initiative has helped restore sight to over 10,000 children in Kenya.

During today’s launch more than 3,500 children were screened for eye problems at an extraordinary eye clinic held at Uhuru Park.

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