

# press release

## **For immediate Release:**

### **Standard Chartered launches the “Standard Chartered Trophy - Road to Anfield 2015”**

STANDARD Chartered Bank Nigeria Limited has launched a football tournament dubbed 'Standard Chartered Trophy 2015'.

**Nigeria, Monday, 23<sup>rd</sup> February:** Standard Chartered Bank Nigeria Limited has launched a football tournament dubbed 'Standard Chartered Trophy: Road to Anfield 2015'.

According to a press release issued by the 'Standard Chartered Trophy' is an international 5-a-side football tournament organized by the Bank in partnership with Liverpool FC that offers football fans a once in a life time 'Money Can't Buy' opportunity of playing at an English Premier League football pitch.

This will be the third year this tournament is being run in Nigeria and is also running in various Standard Chartered markets dating back to when the Bank took over the sponsorship of Liverpool Football Club in 2010. In 2014, the tournament was awarded 'Best International Marketing Campaign' by BT Sports Industry Awards – considered to be a pinnacle award within the sports marketing industry.

The tournament will consist of three phases. The first is the national qualifiers which will take place over two days on the 7<sup>th</sup> and 8<sup>th</sup> of March in Lagos, Nigeria. The second phase is the regional finals which will take place in Ghana on the 13<sup>th</sup> and 14<sup>th</sup> of March where the winner of our national finals will battle the winners of the national finals of Ghana and Gambia.

The winner of the regional finals will proceed to represent West Africa at the all expense paid global finals taking place at Anfield, Liverpool FC Home ground where a total of 10 teams from across Standard Chartered's global footprints will compete for the ultimate trophy on the 7 & 8th May 2015. The winners of the 'Finals' will be crowned Overall Champions of 'Standard Chartered Trophy 2015'.

The regional winners will spend 3 days in the United Kingdom as they enjoy the LFC stadium and museum tour, dinner with LFC legends and professional training sessions with LFC coaches. According to the Head of Brand and Sponsorship, West Africa of Standard

Chartered Bank, Mr Diran Olojo, the tournament is open to an invited group of corporate clients, existing and new retail clients. Registration will be on first come first serve basis and will close on the Sunday 1<sup>st</sup> March 2015.

*"We want to give our customers and clients an exceptional once in a lifetime experience and one can really not afford to miss out on it. If you and your friends or colleagues like football, you need to register as soon as possible to stand a chance to go all the way to Anfield and hang out with Liverpool FC legends like John Barnes.*

On her part, Mrs Dayo Aderugbo, Head of Corporate Affairs said *"Nigeria is very passionate about football and the English Premier League in particular. Hundreds of thousands of fans tune into English premier league every week with Liverpool being one of the leading teams. As a bank that is deeply committed to our clients we are proud to be able to leverage our relationship with Liverpool as their official sponsor to give football fans the opportunity to Play together and Win together.*

*It is for us a great way to engage, reward and motivate fans, clients and employees, further grow the support for Liverpool, and have a fun-filled interactive sporty and memorable event."*

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Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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