

press release

Standard Chartered Bank extends sponsorship of iconic Bangkok Marathon

Bangkok (July 8, 2014) – Standard Chartered Bank today announced it is extending its sponsorship of the Bangkok Marathon for another two years, taking its sponsorship of the marquee running event to 10 consecutive years.

The Bank will partner with the National Jogging Association of Thailand, Ministry of Tourism and Sports, Bangkok Metropolitan Administration, public and private sectors to organise the 2014 and 2015 runs.

“The sponsorship extension is a core element of our 120th anniversary celebration in Thailand. Our ten year association with the Bangkok Marathon reflects our belief in going the distance for our country and people. We believe in committing to the country, our clients and the community for the long-term. By doing so, we truly bring our brand promise Here for good to life in Thailand.” Said Lyn Kok, President and Chief Executive Officer Thailand and Greater Mekong Sub Region, Standard Chartered Bank.

This year’s winning runners will receive the King’s Cup trophies and over 300,000 baht in total. The race will be held on Sunday 16 November 2014.

The run, one of the most renowned in the Asia-Pacific, aims to promote healthy living through sport and to draw attention to the heroic personal reasons people have for running.

“This year we’re continuing with the successful theme “Run for a Reason” and we encourage all runners to share their own reasons for running as we believe that running a marathon is not just an exercise. Runners choose to participate for different reasons and this is what makes our marathon unique and loved around the world.”, said Ms Kok.

Part of the proceeds from this year’s marathon will be donated to the Chaipattana Foundation. Standard Chartered will also donate the application fees received from Bank staff runners to the Seeing is Believing initiative. The programme aims to provide access to affordable eye-care to millions around the world. The bank aims to raise USD 100 million by 2020.

General Jakkrit Pongpamorn, Secretary of the National Jogging Association of Thailand (NJAT), has explained that NJAT together with Standard Chartered Bank (Thai) and other organizations have collaborated on the 27th Bangkok Marathon to address the King’s intention to encourage Thai people to care for health. The event has served as a force for inspiration for people and has attracted cooperation from public and private sectors. Local as well as tourists can take part in the event, which could help boost

economic activities in Bangkok. In addition, the committee has agreed to present part of the income to the King to support the Chaipattana Foundation.

“This year, the National Jogging Association of Thailand has divided the competition into 5 categories, including 1) 42.195 kilometer Marathon (male/female) consisting of 5 age groups, 2) 21.100 kilometer Half Marathon (male/female) consisting of 5 age groups, 3) 10 kilometer Mini-marathon (male/female) consisting of 3 age groups, 4) 4.5 kilometer Micro-marathon and 5) 1.5 kilometer Walker – Fun Run. Winners will receive the King’s Cup trophies, certificates and over 300,000 baht cash prize. In addition, there will be special prizes for the record breakers. The marathon route passes various landmarks in Bangkok, including the Grand Palace, Ananta Samakhom Throne Hall and Rama VIII Bridge. The runners will get to see great scenery from different angles and perspectives. We expect to see a higher number of turnouts this year.” Said General Jakkrit Pongpamorn.

The Standard Chartered Bangkok Marathon 2014 will be held at Sanamchai Road, opposite the Temple of the Emerald Buddha. Following the opening ceremony, the marathon will start at 02.00 a.m.

The 2014 run is sponsored by various public and private sector groups including the Bangkok Metropolitan Administration, Ministry of Tourism and Sports, Tourism Authority of Thailand, Metropolitan Police Bureau, Sermsook Plc., The Wakam Dispensary Company Limited and CRC Sports Company Limited.

Application form – for Micro-marathon and Walk-Fun Run can be submitted at any Standard Chartered Bank branch. For more information, contact the National Jogging Association of Thailand at 0-2280-7667-8 or www.bkkmarathon.com from now to August 31, 2014.

For more information please contact:

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