

Immediate release

Press Release

Marathon 101 Education Programme 'Never Give Up!' Campaign 200 Creative Giant Tumblers Depict Smiling Faces as Over 2,500 Hong Kong Students Advocate Marathon Spirit of Inclusiveness & Persistence

[Hong Kong---24 November 2009] — The 'Marathon 101 Education Programme' features several large-scale extra-curricular activities, one of which is Marathon 101 'Never Give Up!' Campaign - Community Service. The campaign mobilised over 2,500 Hong Kong students to create designs for 600 1.2-metre-tall giant tumblers. In the inauguration ceremony that took place today, 300 students joined the officiating guests, Mr Kenneth Chen Wei On, JP, Under Secretary for Education, Education Bureau; Ms Mary Huen, Head of Consumer Banking, Standard Chartered Bank (Hong Kong) Limited; Mr Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association; Mrs Jenny Fung, BBS,JP, Chairman, Hong Kong Paralympic Committee & Sports Association for the Physically Disabled; and 6-time Paralympic Gold Medallist So Wa Wai to witness how 200 tumblers selected for their outstanding originality were assembled into a giant smiling face, symbolising the marathon spirit of positiveness and perseverance. Colourful and full of childlike innocence, each tumbler is creatively unique. Put together, they demonstrated the marathon spirit of inclusiveness, 'never give up' living attitude and students' marvellous creativity wonderfully!

Standard Chartered Bank (Hong Kong) Limited ("Standard Chartered Hong Kong") has joined hands with the Hong Kong Amateur Athletic Association not only to organise the 'Standard Chartered Hong Kong Marathon', but also to promote the marathon spirit to all Hong Kong primary and secondary schools. Through the 'Marathon 101 Education Programme', students are now able to get involved in Hong Kong's premier international sporting event through fun-filled project-based studies and diversified activities. Since its launch in 2006, the 'Marathon 101 Education Programme' has so far attracted participation from 70% of primary and secondary school in Hong Kong.

Under Secretary for Education Mr Kenneth Chen remarked, "Apart from absorbing knowledge, Hong Kong students today also enrich their lives through a variety of learning experiences, including moral and civic education, physical development, community service and aesthetic development, with a view to achieving all-round development. Today's event has provided students with a deeper understanding of the spirit of perseverance through the process of designing tumblers. It also helps foster students' care for the community by their collecting signatures and raising funds in support of the physically disabled. This is in line with the ideal of all-round development."

To further instil the marathon spirit of inclusiveness and harmony, participating students simultaneously collected signatures from Hong Kong citizens in support of the physically disabled athletes. On the basis of donating HK\$50 for every signature collected, Standard Chartered Hong Kong donated HK\$400,000 in total to the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled in support of its development. Ms Mary Huen, Head of Consumer Banking, Standard Chartered Hong Kong, and Ambassador of the 'Marathon 101 Education Programme' represented Standard Chartered Hong Kong to present the donation cheque to Mrs Jenny Fung, BBS,JP, the Chairman of the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled.

Ms Huen explained, "The 'Marathon 101 Education Programme' places special emphasis on developing students' creativity and team spirit in line with the Education Bureau's 'Life-wide Learning' Strategy. We would especially like to thank the Education Bureau for uploading information and teachers' feedback about the 'Marathon 101 Education Programme' on their 'Other Learning Experiences' website, bringing wider community exposure to our programme. This year, enrolment in our programme's activities completely surpassed our expectations, and we have been greatly encouraged by schools' overwhelming and positive response. As a cornerstone of Hong Kong's community for the past 150 years, Standard Chartered will continue to give back to this city, helping to ingrain the marathon spirit as an important part of Hong Kong's unique individuality."

Mr Kwan Kee, Chairman of the Hong Kong Amateur Athletic Association said, "The Hong Kong Amateur Athletic Association is glad to have the opportunity to cooperate with Standard Chartered Hong Kong in promoting the marathon spirit to the youngsters through the 'Marathon 101 Education Programme'. In addition to raising funds for physically disabled athletes, today's event will - more importantly - help foster the younger generation's compassion for physically disabled and needy persons. By helping people to help themselves, we hope we can eventually live up to the spirit of solidarity and inclusiveness."

6-time Paralympic Gold Medallist So Wa Wai was also invited to attend the ceremony, sharing his "Never Give Up!" spirit with students. As part of his inspirational messages for students, he explained that we all come across hurdles in our life journeys – the most important thing is to prepare for these challenges and never give up. He added that the acceptance and encouragement from friends, family and the community at large meant so much to him - inspiring him to take an active role in society, and to capitalise on his talent to continue to bring glory to Hong Kong.

Today's Marathon 101 'Never Give Up!' Campaign – Community Service will be followed by the Marathon 101 'Never Give Up!' Campaign – Promotion in the Community. A total of 10 primary and secondary schools will receive sponsorship for organising exhibitions and other promotional activities in the community. Tumblers designed by students will be displayed to further promote the marathon spirit in the community.

Notes to Editor:

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Standard Chartered – leading the way in Asia, Africa and the Middle East

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs around 70,000 people, representing 125 nationalities, in more than 1,600 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award for two consecutive years in 2008 and 2009.

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