



press release

Liverpool FC changes shirt logo to raise awareness of preventable blindness

For the second time, Liverpool FC will sport the 'Seeing is Believing' logo on their shirts when they play West Bromwich Albion

London/Liverpool, 8th February 2013 – Just as they did for the final home game of last season, Liverpool FC will replace the logo of Standard Chartered with Seeing is Believing, when they play West Bromwich Albion in the Barclays Premier League on Monday (11th February 2013). Seeing is Believing is Standard Chartered's global charitable initiative aimed at tackling avoidable blindness in developing countries.

This will be only the second time that the logo of a charitable initiative has been displayed on the front of the team's iconic red shirt. Activities are also planned for half time and throughout the stadium to highlight the importance of this initiative.

The limited edition shirts worn by the players will be signed after the match and auctioned to fans to raise money for Seeing is Believing. Every pound raised will be matched by Standard Chartered, making this fixture the 'perfect match' bringing the Club and its sponsor together for an important cause.

"The last time we substituted our logo on the Liverpool home shirt, we generated US\$140,000 [GBP86,700] towards Seeing is Believing," said Richard Meddings, Group Finance Director at Standard Chartered and Chairman of Seeing is Believing. "The support and interest in the logo switch shown by the Club's fans was far beyond anything we'd anticipated and we are very grateful to them. It would be great if we could raise another large sum for Seeing is Believing this time, particularly since every pound raised will be matched by Standard Chartered, doubling the benefit."

There are 39 million blind people worldwide, yet in eight out of ten cases, blindness can be prevented or treated. Around 90 per cent of avoidable blindness occurs in the developing world affecting economic productivity in communities where Standard Chartered operates. Through simple treatments and affordable surgeries, it is possible to transform the lives of both children and adults, benefiting not just those treated but the lives of their families too. As one of the most cost-effective health interventions – for instance, cataract operations cost as little as US\$30 – tackling avoidable blindness is an issue where Standard Chartered has been able to make a clear impact.

Ian Ayre, Liverpool FC Managing Director, added: “We’re once again proud to display the Seeing is Believing logo on our home shirt. Since Standard Chartered became the Club’s shirt sponsor, we’ve worked closely with them to raise awareness for Seeing is Believing, both in the developing world and here in the UK. It’s a fantastic initiative and we hope to raise as much as possible from the shirts to cure avoidable blindness in developing countries.”

After the match, fans will be able to bid for the limited edition shirts worn by the players, with all money raised going towards Seeing is Believing. Fans can register their interest at www.ebay.co.uk/perfectmatch.

Extra content can be taken from the videos below featuring Steven Gerrard, Robbie Fowler, Ian Rush and Didi Hamann on Seeing is Believing.

Steven Gerrard on Seeing is Believing:
<http://www.youtube.com/embed/VqskypZPCYI>

Robbie Fowler on Seeing is Believing:
<http://www.youtube.com/embed/ZSmq16XnTCc>

Ian Rush and Didi Hamann on Seeing is Believing:
<http://www.youtube.com/embed/L4szE7jcFcl>



- Ends -

For further information, please contact:

Ian Burge, External Communications Manager
Standard Chartered
Tel: +44 20 7885 7785
Email: ian.burge@sc.com

Liverpool FC Press Office
Tel: +44 151 230 5721
Email: press@liverpoolfc.tv

Notes to Editors:

Standard Chartered's sponsorship of Liverpool FC

On 14th September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club's main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-14 season, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

Seeing is Believing

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organisations working in the field of eye-care. Together with the World Health Organisation, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020. To date, Seeing is Believing has raised over USD55 million for blindness initiatives, taking it more than halfway towards its target of USD100 million by 2020. Funds raised through Seeing is Believing represent the single largest cash contribution from the private sector to the development of Vision 2020 programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.

www.seeingisbelieving.org

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

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

For further information please visit www.standardchartered.com. Follow Standard Chartered at www.facebook.com/standardchartered and on Twitter @StanChart.

Liverpool Football Club

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.

As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities managing over 20 projects all-year round in education, social inclusion, health and sports development. Its contribution was recognised by the award of a Community Mark from Business In The Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.