



Thursday 10 June, 2010

## JOURNALISTS LACE UP FOR THE 2010 STANDARD CHARTERED GREAT CITY RACE MEDIA CHALLENGE

**Despite selling out in record time following an overwhelming demand for places in The 2010 Standard Chartered Great City Race, members of the press are invited to register to take part in the increasingly competitive Media Challenge which has become a key feature of London's premier 5km road running event.**

The race, which takes place through the closed-off streets of London's Square Mile at 19.15 on Thursday 15 July, has a limited 200 places available to media eager to pit themselves against their competitors and enjoy the unique atmosphere of 6,500 City workers pacing through the capital.

Teams already signed up include a 10 strong team from BBC London who will compete against teams from The Daily Telegraph, The Daily Mail and the ever-impressive Runner's World group. With over 100 media entrants already registered, all places are expected to be filled so all interested press are advised to enter their team as soon as possible to avoid disappointment. To enter your team contact Charlotte Symington at Capitalize on [charlottes@capitalize.co.uk](mailto:charlottes@capitalize.co.uk) or call 0207 940 1705.

**Richard Holmes**, CEO Europe, **Standard Chartered Bank**, commented, *"The media participating in the race always prove to be some of the most competitive runners in the field and I'm sure this year we'll see that healthy rivalry continue! Away from the running, this unique event is also a chance to enjoy a great evening of entertainment with your colleagues and encourage them to keep fit and healthy, while raising some vital funds for some worthy causes."*

Last week saw football legend, Phil Thompson, who is both an ambassador for Liverpool FC – the club that Standard Chartered Bank will sponsor next season – and The Standard Chartered Great City Race, take part in a football challenge in London's Broadgate Arena to raise money for the race's official community partner, Seeing is Believing (SiB). The charity, which aims to tackle avoidable blindness in marginalized populations across the world, will receive £5 of each £25 race entry fee. Meanwhile, all runners are invited to fundraise for SiB and will be incentivised by Standard Chartered, who will provide the highest SiB fundraiser from the race with a trip to Tanzania to experience how



fundraising through the race has been put into effect. The Bank has also pledged to match all SiB donations pound-for-pound and therefore double the impact.

To enter your media team and for interview opportunities with Phil Thompson, please contact The Standard Chartered Great City Race Press Office:

Charlotte Symington: 020 7940 1700 / [charlottes@capitalize.co.uk](mailto:charlottes@capitalize.co.uk)

Further details about the race and Seeing is Believing can be found at [www.cityrace.co.uk](http://www.cityrace.co.uk)

**-Ends-**

#### **The Standard Chartered Great City Race – Press Office**

Charlotte Symington: 020 7940 1700 / [charlottes@capitalize.co.uk](mailto:charlottes@capitalize.co.uk)

Rupert Hains: 020 7940 1700 / [ruperth@capitalize.co.uk](mailto:ruperth@capitalize.co.uk)

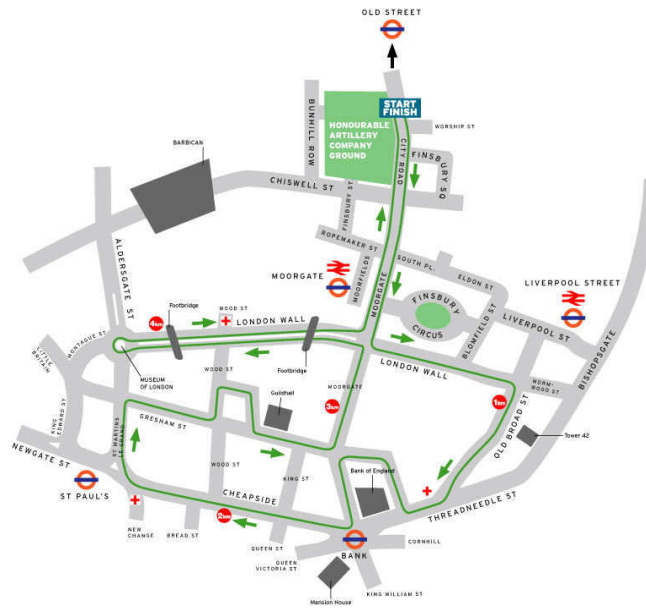
#### **London Marathon Press Office**

Nicola Okey: 020 7902 0182 / [nicolao@london-marathon.co.uk](mailto:nicolao@london-marathon.co.uk)

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## Race Route Map:



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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 20 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. We have produced seven years of record income and profit, primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has 1700 branches and outlets located in 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs around 75,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)



**Seeing is Believing**

### **About Seeing is Believing (SiB)**

Seeing is Believing (SiB) is a major global public-private initiative to help tackle avoidable blindness and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) (registered charity, No. 1100559) along with its membership body of leading eye-care NGOs.

Started by Standard Chartered staff in 2003 as a way of celebrating the Bank's 150<sup>th</sup> anniversary, Seeing is Believing has raised over US\$17 million and impacted over 8 million people to date, including over 2.5 million who have benefited from sight restorations. The programme's latest commitment will invest a further US\$20 million by 2014 to provide comprehensive and sustainable eye care services to 20 million people in impoverished urban areas.

For more information, visit [www.seeingisbelieving.org.uk](http://www.seeingisbelieving.org.uk)

