



LONDON, 14<sup>th</sup> June 2011:

**SIR RANULPH FIENNES OBE BECOMES AMBASSADOR FOR SEEING IS BELIEVING  
AT THE LAUNCH OF THE 2011 STANDARD CHARTERED GREAT CITY RACE**

Sir Ranulph Fiennes OBE has signed up to be an ambassador for Seeing is Believing, a global initiative that tackles avoidable blindness. Sir Ranulph's first engagement as the new ambassador was at yesterday's launch for The Standard Chartered Great City Race, which takes place on Thursday 14 July. Seeing is Believing is the official beneficiary of this unique 5km corporate team running challenge.

This year's race will see 6,500 City workers from over 350 firms taking to the streets of the square mile. The 5k challenge aims to improve the lives of 6,500 children in developing markets around the world through the provision of eye care. Five kilometres is a relatively short distance, however the impact is significant with £5 from every runner's entry fee going directly to Seeing is Believing, which will be matched by Standard Chartered Bank.

Teams are also being encouraged to help raise further funds for the initiative and Standard Chartered has pledged to match all donations pound for pound. With 90% of people with avoidable blindness living in low income countries all donations can have a major impact - £20 is enough to provide a sight-saving cataract operation.

Speaking at yesterday's launch Sir Ranulph said, *"The statistics around avoidable blindness are quite shocking. Of the 285 million people living with blindness and visual impairment in the world, 80% of cases could have been prevented, treated or cured. Tragically one child goes blind every minute and 60% of these will go on to die within a year.*

*"If a father goes blind then it's not just him who suffers, if he loses his job then the whole family will suffer. The heartening thing is that small measures can have a really significant impact and the funds raised through this year's race will help thousands of children."*

Joining Sir Ranulph at the launch of the race was British Visually Impaired and Paralympic running legend Noel Thatcher MBE who has won 5 Paralympic gold medals and David Bedford, former 10,000m world record holder and Race Director of the Virgin London Marathon. Pictures and video content of Sir Ranulph with Noel, along with advice on how you can support Seeing is Believing can be found on the race's Facebook page. [www.facebook.com/standardcharteredsgrace](http://www.facebook.com/standardcharteredsgrace)

Also taking part in yesterday's launch was Standard Chartered CEO Europe Richard Holmes who said, *"We're very proud of the work we do with Seeing is Believing and since we launched the initiative in 2003 we have helped raise over USD32 million and impacted more than 23 million people. However there is still a long way to go and we hope that everyone who is taking part in the race can use their participation to help raise awareness and funds for the cause."*



**The media interviews with Sir Ranulph Fiennes OBE and Noel Thatcher MBE, hi-resolution photography and video content please contact the Standard Chartered Great City Race Press Office:**

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

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

Started by Standard Chartered staff in 2003 as a way of celebrating the Bank's 150th anniversary, Seeing is Believing has raised over US\$32 million and impacted over 23 million people to date, including over 2.78 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)