



LONDON, 11 July 2011

CITY WORKERS RUN TO HELP SAVE SIGHT OF 6,500 CHILDREN

This year's Standard Chartered Great City Race, which takes place on Thursday 14 July, will see workers from the City of London take to the streets of the square mile to make a difference to the lives of 6,500 children in developing markets. The official beneficiary of this year's race is Seeing is Believing, a global initiative to help tackle avoidable blindness. Standard Chartered's Group Finance Director Richard Meddings recently travelled to Tanzania where he witnessed first hand how the funds raised from last year's race have made a real difference to the local community in Dar es Salaam.

During his visit, Richard handed over a cheque for USD \$800,000 to the Minister of Health for Tanzania, Blandina Nyoni, PS. This sum was raised through a partnership of Standard Chartered employees in both the UK and Tanzania. Funds raised via last year's Standard Chartered Great City Race also contributed to this fund raising goal, which has improved or protected the eyesight of over 90,000 Tanzanians.

An important part of Richard's trip was spending time at one of the beneficiaries of the \$800,000, CCBRT, a specialist disability hospital in Dar es Salaam. Richard visited the eye ward and operating theatre before meeting hospital staff and patients.

Richard Meddings, who is also Chairman of Seeing is Believing commented, *"The Bank is exceptionally proud of its commitment to Seeing is Believing. Since we launched the initiative in 2003 Seeing is Believing has raised over US \$32 million, and over 2.78 million people have benefited from sight restorations. Our long term aim is to increase public awareness of avoidable blindness, and the importance of early intervention, provide medical services to avoid blindness and raise funds to improve or restore sight. The funds raised will help to buy vital equipment in the field of eye medical work"*.

This year Standard Chartered aims to raise the bar of its fundraising efforts. £5 from every race entry into the Standard Chartered Great City Race will go directly to Seeing is Believing, which the Bank will match. All additional funds raised by race participants for Seeing is Believing will also be matched by Standard Chartered pound for pound.

ENDS



NOTES TO EDITOR:

To make donations to Seeing Is Believing, receive training tips for The Standard Chartered Great City Race on 14th July, view pictures and video content from Richard Meddings' Tanzania trip please visit the race's Facebook page at: www.facebook.com/standardcharteredgreatcityrace

For media interviews with Richard Meddings, B-roll video content and hi- res photography of his trip to Tanzania please contact:

Richard Henman: 020 7940 1700 / richardh@capitalize.co.uk

Jonathon Bates: 020 7940 1700 / jonathonb@capitalize.co.uk

Alison Forth: 020 7940 1700 / alisonf@capitalize.co.uk

London Marathon Press Office:

Nicola Okey: 020 7902 0182 / nicolao@london-marathon.co.uk

Background Information:

CCBRT- Comprehensive Community Based Rehabilitation in Tanzania.

Comprehensive Community Based [Rehabilitation](#) in Tanzania (CCBRT) is a locally registered non-governmental organisation first established in 1994. It is now the largest indigenous provider of [disability](#) and rehabilitation services in the country. CCBRT comprises a well established disability hospital in Dar es Salaam, community programmes in and around Dar es Salaam and Moshi, a training unit and an [advocacy](#) unit. Every year, around 120,000 adults and children with disabilities and their caregivers achieve a better quality of life through CCBRT services.

CBM is an international Christian development organisation, committed to improving the quality of life of people with disabilities in low income regions of the world. CBM has Member Associations raising funds and awareness of disability issues in nine countries worldwide. In lower-income regions of the world, CBM strives to build the capacity of partner organisations. This is all done following proven core values and with more than 100 years of experience in the field of disability.

Project Information:

Partner: CBM/CCBRT

Start Date: October 2008

End Date: September 2011

Total Planned Beneficiaries: 177,450

- 40,500 medical interventions
- 15,450 low vision devices
- 40,500 beneficiaries of health education
- 81,000 indirect beneficiaries

Total Budget: USD 1,004,308



Project Objectives:

The objective of the three year partnership with Seeing is Believing, CBM and CCBRT is to enable poor people with visual impairment, and their families, to have access to eye care and treatment to enable them to participate in and integrate fully into their local communities.

This goal will be reached through:

- Increasing public awareness on prevention, the importance of early intervention and the services available,
- Providing medical services to avoid blindness, improve or restore sight,
- Investing in vital equipment for immediate and long-term impact,
- Building local human capacities in the field of eye medical work.

Progress (as of December 2010):

- 92,133 people helped so far
- 8,023 adult cataract operations performed
- 746 paediatric cataract operations
- 6,447 other surgeries carried out
- 60,153 other medical interventions
- 5492 patients' eyesight has been screened
- 11,599 pairs of spectacles distributed
- 9 eye specialists trained
- 82 mid level and admin staff trained

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. 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 income and 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.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for around 85,000 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com

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



Standard Chartered Great City Race course map and details.

COURSE MAP

STOP PRESS
Due to ongoing Crossrail works taking place in Moorgate area (highlighted on the map) the final run towards the finish will be narrow. The route will be clearly marked for your safety and marshals will advise you as you approach, please take care at this point and be mindful of fellow runners.

HAC GROUND MAP

KEY

- C CHANGING
- T TOILETS
- X PUBLIC CATERING
- i INFORMATION
- + FIRST AID
- || START ZONES
- A FULLERS
- adidas adidas RETAIL

