



## MEDIA INFORMATION

6th July 2011

# STANDARD CHARTERED GREAT CITY RACE PARTNERS WITH NUFFIELD HEALTH & WELL-BEING

Standard Chartered has announced that it will be partnering with Nuffield Health, the leading corporate health and well-being operator in the City, for this year's Standard Chartered Great City Race, taking place on July 14<sup>th</sup>.

The partnership will give all City workers taking part in the race access to a host of extra health benefits as they prepare for this year's not-for-profit 5km corporate running challenge. Runners will be able to hone their preparations by following the advice Nuffield Health specialists have provided including a 5km training programme and a range of other health and fitness tips for runners, as well as offering a free 7 day guest pass for Nuffield Health gyms.

On race night top fitness instructors from Nuffield Health will be leading the official pre-race warm-up for the 6,500 runners, due to take place on stage at the Honourable Artillery Company (HAC) at approximately 18:45pm, before the race start at 19:15 hours.

The 5km race, now in its seventh year, will once again be raising vital funds for Seeing is Believing, Standard Chartered's global initiative that tackles avoidable blindness around the world in emerging markets. Five pounds from every runner's entry fee will be donated to the initiative with Standard Chartered giving every team a special incentive to help raise further funds by announcing that it will match all donations pound-for-pound. This year Standard Chartered is aiming to raise enough money to improve the eyesight of 6,500 children, the same number of runners taking part.

Kate Bharucha, Commercial Manager at Nuffield Health says: *"Nuffield Health is delighted to be supporting The Standard Chartered Great City Race this year and helping to raise money for the avoidable blindness initiative, Seeing is Believing. We hope people will visit the Seeing is Believing tent at the HAC where our health & fitness, medical, physiotherapy and nutrition experts will also be on-hand to advise runners how to stay fitter, healthier and achieve their personal fitness and lifestyle goals."*

To follow the 5km training programme and other health and fitness tips see our dedicated Facebook page at [www.facebook.com/standardcharteredsgrace](http://www.facebook.com/standardcharteredsgrace)

-ENDS -

For further information and hi-res visuals please contact:

Richard Henman: 020 7940 1700 / [richardh@capitalize.co.uk](mailto:richardh@capitalize.co.uk)  
Jonathon Bates: 020 7940 1700 / [jonathonb@capitalize.co.uk](mailto:jonathonb@capitalize.co.uk)  
Alison Forth: 020 7940 1700 / [alisonf@capitalize.co.uk](mailto:alisonf@capitalize.co.uk)



**London Marathon Press Office:**

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

**Standard Chartered Great City Race 2011**


**Background Information:**

The Standard Chartered Great City Race is a 5km corporate challenge which takes place through the streets of the city square mile. This is the seventh consecutive year that Standard Chartered has sponsored the Great City Race, and this year it takes place on Thursday 14th July.

6,500 runners participate in the race, and this year they represent 350 different firms from across the City of London. 400 of the runners will be Standard Chartered employees.

This year's race beneficiary is Seeing is Believing - a global initiative that targets the prevention of avoidable blindness. £5 of each participants entry fee goes to Seeing is Believing and the aim is to improve the sight of 6,500 children in developing countries.

**Timings:**

- 17:15 – 18:30 Race Ambassadors available for media interviews - Richard Holmes – Standard Chartered CEO Europe , Sir Ranulph Fiennes and Noel Thatcher MBE
  - 18:45 – Race warm up on the stage of the HAC field
  - 18:55 – Race warm up finishes
  - 19:00 – Runners move to the start line
  - 19:10 – Pre-race speech
  - 19:15 – Race starts
  - 20:15 – Prize giving on the stage of the HAC field
- 

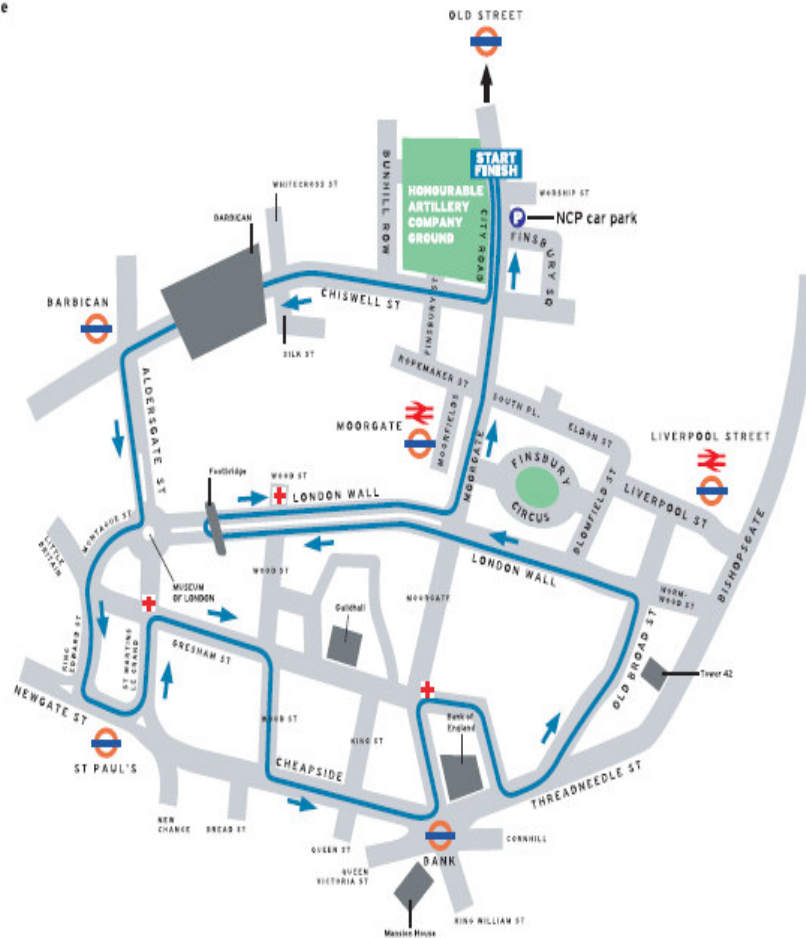


### Venue Information:

The race will start and finish at the Honourable Artillery Company (HAC) Ground.

The race route is shown below:

STANDARD CHARTERED GREAT CITY RACE 2011  
Version 2 - 27th June  
Subject to final measure



The address of the HAC Ground is: **City Road, London, EC1Y 2BQ**



## **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](http://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](http://www.seeingisbelieving.org.uk)

### **Key stats:**

- 285 million people worldwide are either blind or visually impaired and 90% of them live in developing countries.
- 80% of blindness and visual impairment can be avoided or cured.
- Standard Chartered and its staff have been supporting this cause since 2003 and have raised over USD32 million.
- You can help us eliminate avoidable blindness by making a donation. A little goes a long way. Just £9 will buy a child a pair of glasses.
- Standard Chartered will match your donation, doubling the impact of your generosity.

To find out more or make a donation, visit [www.facebook.com/standardcharterredgreatcityrace](http://www.facebook.com/standardcharterredgreatcityrace)



### Nuffield Health & Well-being:

Nuffield Health is the UK's leading providers of health, fitness and medical services and treatments to help people get healthy and stay healthy. As a charity all our profits are reinvested in our organisation for the ultimate benefit of those using our services. With income in excess of £500million and over 10,000 employees,

Nuffield Health has brought together services delivered in almost 300 UK facilities, including private hospitals, health clinics, Fitness & Wellbeing Centres and diagnostic units, to meet the health and wellbeing needs of private individuals and corporate clients.

### Pre-race tips:

**Ensure you drink enough water.** Fluid lost in sweat must be replaced otherwise your body becomes dehydrated and less efficient. Alcoholic drinks, tea and coffee are dehydrating. A 2% drop in hydration can lead to a 10% reduction in performance, so drink 500ml for every ½ kg of weight you lose whilst running. Drink enough to keep your urine a pale straw colour and plenty of liquids after training and after the race to rehydrate.

**Fuel up.** Make sure you have some slow-releasing carbohydrates in the morning (wholemeal toast or muesli are great) to give you steady energy over the race.

**Get a good night's sleep before the race.** Whilst a poor night's sleep probably won't affect your overall performance, it will certainly make the run feel harder.

**Choose the right shoes.** The correct running shoes can make a huge difference in running performance and a proper gait analysis can be vital in choosing the correct pair. Ensure shoes are well worn in before the race.

**Warm Up.** A warm up for all runners will take place between 6.45-6.55pm at the HAC on Race Day on July 14<sup>th</sup>, led by top fitness instructors from Nuffield Health. Most injuries occur during running because the person hasn't warmed up sufficiently before the race. Warm up your body, starting off with small movements and finishing with big, whole body exercises until you are sweating gently. Also some gentle stretching exercises afterwards as a warm down is also just as important as a warm up.

For further information please visit <http://www.nuffieldhealth.com/Individuals/fitness-and-wellbeing>