



**LONDON, 25 May 2011:**

## **STANDARD CHARTERED GREAT CITY RACE SOLD OUT IN RECORD TIME**

A capacity 6,500 people have signed up in record time for this year's Standard Chartered Great City Race, after the final places for the 5km corporate running challenge were snapped up a full 8 weeks before this year's race, which takes place on 14 July.

The not-for-profit race will once again be raising vital funds for Seeing is Believing, Standard Chartered's global initiative that tackles avoidable blindness around the world, with £5 from every runner's entry fee going straight to the initiative. With 80% of all blindness being preventable, Standard Chartered Bank is giving every team a special incentive to help raise further funds by announcing that it will match all donations pound for pound.

Now in its seventh year, the race invites companies to enter teams of four or more runners with their top quartet's times combining to give their overall finishing time. This year's race has attracted nearly 400 companies, with the legal sector proving to be the most active with the highest number of companies entered closely followed by the banking industry while the worlds of insurance, accountancy and media complete the line-up.

While sponsor Standard Chartered has 400 of its own staff and a further 200 VIP guests taking part, financial services group Investec are once again leading the charge of the rest of the teams with 200 runners entered, closely followed by leading legal firm Slaughter & May which has 124 staff signed up.

This year's race will see a number of new initiatives unveiled in the build up to the race and today sees the launch of the race's own dedicated Facebook page ([www.facebook.com/standardcharteredsgrace](http://www.facebook.com/standardcharteredsgrace)) where the public can interact with a wealth of entertaining and engaging information about the race and find out how to raise funds for Seeing is Believing. The new platform will also provide a forum for training and nutrition tips and an outlet for runners to share their experiences.

**Richard Holmes, Standard Chartered, CEO Europe** said, *“Every year the race continues to go from strength to strength and the fact that all of the places have been taken a full two months early is testament to its incredible popularity in the City. It's a wonderful event which provides a unique platform to pull the City together for a common cause, and provides companies with the opportunity to bring their employees together in a fun and relaxed team environment.”*



**David Bedford, Race Director** said, *“With demand for the race growing each year the event is firmly established as London’s premier corporate running challenge. Each year we work hard to give the participants a better experience and it’s hugely satisfying to see that City companies clearly value the whole event and are already looking forward to being part of it again this year.”*

For further information please visit [www.cityrace.co.uk](http://www.cityrace.co.uk) or contact:

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**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 a 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)