



Sunday 26 March, 2013

CELEBRITIES RUN BLINDFOLDED TO HELP PROTECT THE SIGHTS OF 73,740 PEOPLE

On Thursday 11 July, a group of sporting legends and TV Presenters will take on a challenge with a difference. They have agreed to run the 5KM Standard Chartered Great City Race blindfolded. Their endeavour is in support of this year's official race beneficiary, Seeing is Believing, which is aiming to raise USD 59,000 which could provide enough medication to help tackle trachoma in the Kasempa District of Zambia – protecting a population of 73,740 people.

The team of celebrities, which includes TV presenter Chris Hollins and former England cricket captain Mike Gatting OBE, were unveiled on London's Millennium Bridge alongside Standard Chartered Bank's CEO Europe, Richard Holmes and 5-times Paralympic running gold medallist and Seeing is Believing ambassador, Noel Thatcher MBE.

Seeing is Believing is a global initiative to tackle avoidable blindness and was launched by Standard Chartered Bank, the International Agency for the Prevention of Blindness (IAPB) and leading international eye-care organisations in 2003. £10 from every runner's entry fee will go towards Seeing is Believing with Standard Chartered Bank pledging to match all funds raised for the initiative pound-for-pound.

Speaking at today's launch, Chris Hollins, said: *"I've taken on a lot of sporting challenges in my time as a TV presenter but running 5KM blindfolded is certainly a new one! My motivation is easy though because we'll collectively make a direct and positive difference to what is, for many, an avoidable disability. The door is open for any famous faces out there to join us and show their support for Seeing is Believing."*

Richard Holmes, Standard Chartered, CEO Europe commented: *"I'm delighted we have a team of celebrity runners taking on a challenge in support of Seeing is*



Believing. The funds raised through this race will help to improve the lives of thousands of individuals, so I encourage everyone to show their support and get behind our ambassadors.”

To support the celebrities you can donate online and leave a message of encouragement - <http://seeingisbelieving.org.uk/support-us/sponsor-a-fundraiser/standard-chartered-great-city-race-2013>

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The Standard Chartered Great City Race

The Standard Chartered Great City Race is London's leading 5KM corporate running challenge which takes place through the closed off streets of the City of London. On Thursday 11 July, over 5,000 runners from nearly 400 company teams from across the City will take part in the race.

Due to its popularity, priority places are allocated for a limited period to those runners who have previously taken part in the race. However, runners wishing to participate for the first time can register their interest now and find out more about the race by visiting the official race website - www.cityrace.co.uk.

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

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns around 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. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 68 markets, the Group offers exciting and challenging international career opportunities to over 89,000 staff. It is committed to building a sustainable business over the long term and upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

For further information please visit www.standardchartered.com. Follow Standard Chartered on www.facebook.com/standardchartered and on Twitter [@StanChart](https://twitter.com/StanChart).

Standard Chartered's sponsorship of the Standard Chartered Great City Race complements the Bank's global portfolio of sponsorships which now includes nine marathons and another three races. For more information, visit www.standardchartered.com/en/about-us/sponsorship/sc-races.html

About Seeing is Believing (SiB)

Seeing is Believing is a global initiative to help tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB). IAPB is the leading umbrella organisation for non-governmental organisations working in the field of eye-care.



Together with the World Health Organisation, it launched the 'Vision 2020 – The Right to Sight', a global campaign to eliminate avoidable blindness by 2020. To date, Seeing is Believing has raised over US\$50 million for blindness initiatives and plans to raise a further US\$50 million by 2020. Seeing is Believing is the single largest contributor to the development of Vision 2020 programmes through IAPB. As part of the Seeing is Believing programme, Standard Chartered pledges to match all donations until the target of USD100 million is reached.

www.seeingisbelieving.org.uk

"International Agency for the Prevention of Blindness (IAPB) is a registered UK charity. Registered Charity No. 1100559 (England & Wales)"