



FORMER OLYMPIC AND PARALYMPIC ATHLETES SHOWCASE BLIND RUNNING IN SUPPORT OF SEEING IS BELIEVING AND THE 2015 STANDARD CHARTERED GREAT CITY RACE

Today saw current triple jump world record holder and Olympic Gold medallist and BBC commentator **Jonathan Edwards**, Standard Chartered Bank's CEO for Europe, **Richard Holmes**, five-time Paralympic Gold medallist **Noel Thatcher** and two-time Paralympic Silver medallist **Libby Clegg** launch the race ambassador team for the 2015 Standard Chartered Great City Race on Thursday 9 July.

The day highlighted the cause of the official race beneficiary, Seeing is Believing, which aims to tackle avoidable blindness throughout the world. Media were invited to take part in blind running, firstly taught how to be a running guide by para-athletes, Noel Thatcher and Libby Clegg, before taking their turn to lead Jonathan Edwards and Richard Holmes blindfolded around the HAC ground.

Over 5,000 runners from 350 companies are set to swap suits for running shoes and pound the pavements of London's Square Mile in just over a month's time on Thursday 9 July. £10 from every entry fee will go towards the charitable initiative, Seeing is Believing, which this year will aim to raise over £100,000 for the East Africa Child Eye Health project.

Standard Chartered Bank CEO Europe, Richard Holmes said: *"We are delighted to be sponsoring the Great City Race for the eleventh year running. This year we have a great team of ambassadors led by Jonathan Edwards, and with their help we will continue to make a difference to thousands of people's lives through Seeing is Believing."*

ENDS

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Notes to Editors

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About Seeing is Believing

[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) and leading eye care organisations. It raises funds for investment in eye care projects that have long-term impact in areas of high need.

Seeing is Believing contributes to 'VISION 2020: The Right to Sight', the global initiative for the elimination of avoidable blindness led by the World Health Organization (WHO) and the IAPB. To date, Seeing is Believing has raised over USD75 million for blindness initiatives and plans to raise a further USD25 million by 2020.

Seeing is Believing is the largest cash contributor to VISION 2020 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.

The Standard Chartered Great City Race

Standard Chartered has been the main sponsor of the Great City Race since its launch in 2005. The race is the leading 5km corporate city based running challenge, and over 5,000 runners from 350 corporate teams participate (made up of four or more runners).



This year the Standard Chartered Great City Race will take place on Thursday 9 July, starting at 19:15 at the Honourable Artillery Company (HAC). During the race the streets in London's financial district are closed and the route takes runners past some of the most iconic buildings and landmarks within the City of London.

It is a not for profit race and Seeing is Believing is the official 2015 beneficiary.

For further information please visit www.cityrace.co.uk

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