



18 May 2009

## **STANDARD CHARTERED CFO RUNS BLINDFOLDED AS SEEING IS BELIEVING BECOMES OFFICIAL 2009 STANDARD CHARTERED GREAT CITY RACE BENEFICIARY**

**Standard Chartered's Group Finance Director, Richard Meddings, has pledged to run The Standard Chartered Great City Race 2009 blindfolded to help raise funds for the race's official community partner, Seeing is Believing (SiB). Today, organisers call for the other runners to start fundraising and help make a difference\*.**

Seeing is Believing is a charitable collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) to help eradicate avoidable blindness. There are over 45 million blind people across the world and yet 80% of blindness is preventable or curable. The need to tackle this is acute – a child goes blind every minute and, tragically, 60% of children die within a year of going blind. As Chairman and long serving champion of SiB, Meddings has been raising thousands of pounds through fundraising, including auctioning the chance to guide him round the 5K race course.

The Standard Chartered Great City Race, now in its fifth year, takes place on Thursday 16 July through the closed off streets of London's square mile. Companies are invited to enter teams of four or more runners with £5 from every entry going directly to SiB. Standard Chartered has pledged to match pound for pound all funds raised for SiB, doubling the impact of all donations.

Richard Meddings commented, *"The Standard Chartered Great City Race and Seeing is Believing form the perfect partnership to help raise the profile within the capital of this very worthy cause. 80% of cases of blindness are avoidable through prevention or cure so if runners raise additional sponsorship, we can make a real difference to tackling avoidable blindness. Standard Chartered will match all donations made through the race which will*



bring Seeing is Believing even closer to meeting its ambitious fundraising target to raise a further \$20 million by the end of 2012.”

More than 90% of the world's blind live in low and middle-income countries. With over half the world's population now urban, the challenge of delivering eye-care services to swelling informal urban areas has grown considerably. Funds raised will go to the development of sustainable eye-care services in 20 less-advantaged urban areas in the developing world. These will provide poor and marginalised populations access to cataract surgery, preventative treatment, screening, and specialised medical interventions.

Now firmly established as the City's premier corporate running challenge, this year's race is on course to field the maximum 6,500 runners from teams representing all City business sectors. After last year's sell-out success, City workers are advised to sign up as early as possible to avoid disappointment. Companies can go directly to the official race website at [www.cityrace.co.uk](http://www.cityrace.co.uk) to enter their teams.

**- Ends -**

\*Runners can raise funds for Seeing is Believing by setting up a fundraising page at: <http://www.seeingisbelieving.org.uk/fundraise/createpage.asp>

For further information please contact:

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**Notes to editors:**



## About Standard Chartered:

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)



## Seeing is Believing (SiB)

Seeing is Believing is delighted to be the beneficiary of the 2009 Standard Chartered Great City Race, receiving £5 from each £25 entry fee.

Seeing is Believing (SiB) 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) (registered charity, No. 1100559). IAPB is the leading umbrella organisation for NGOs working in the field of eye care. Together with the World Health Organisation, it launched 'Vision 2020: The Right to Sight', a global campaign to eliminate avoidable blindness by 2020.



To date, Seeing is Believing has raised over US\$ 17 million for blindness initiatives and plans to invest a further US\$ 20 million by 2014. 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 US\$ 20 million is reached. This will double the impact of all funds raised.

Please visit [www.seeingisbelieving.org.uk](http://www.seeingisbelieving.org.uk)



The 2007 Standard Chartered Great City Race was the recipient of the Corporate Sponsorship Award at the 2008 Hollis Sponsorship Awards