



25 June 2009

COLIN JACKSON CBE TO BE OFFICIAL AMBASSADOR FOR 2009 STANDARD CHARTERED GREAT CITY RACE

Former 110m world-record holder Colin Jackson CBE has been appointed as the official ambassador of the 2009 Standard Chartered Great City Race, the City's premier 5k team run which takes place at 19.15 on Thursday 16 July. Jackson will be acting as the ambassador for the third year in succession after forming a hugely popular partnership with the race in 2007 & 2008 and will be responsible for starting the event, as well as performing a series of promotional activities in the build up to the race.

Jackson, who is enjoying a successful media career since his retirement from athletics, is still heavily involved with running and is now a core member of the BBC athletics commentary team.

Having enjoyed a glittering career on the track which included gold at the World Championships in 1995 and silver at the Olympics in Seoul, Jackson soon became a regular and popular figure on terrestrial television. Jackson made it to the final of the BBC's hit show *Strictly Come Dancing* in 2005 by public vote, narrowly missing out on the coveted title to cricketer Darren Gough. Since then Jackson and is a regular reporter on *The One Show*, has fronted *Sunday Life* and has appeared on the BBC's *Who do you think you are?*

Jackson said of the appointment, "*I am thoroughly delighted to be involved in The Standard Chartered Great City Race again and with its unique concept I trust this year's race will be even more spectacular than last year. City workers are prone to working long hours and sustaining a decent level of physical fitness will aid their productivity and motivation so it's no surprise that places have sold out in record time. With events of this calibre building towards London 2012, it is a great time to encourage people to get active whilst also raising money for charitable partners such as Seeing is Believing which is the official charity for this year's race.*"

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Richard Holmes, CEO Europe, **Standard Chartered Bank**, commented, *"It is a great pleasure to work with Colin again this year on The Standard Chartered Great City Race. Colin is the ideal ambassador for us to partner with as he has the ability to really inspire City workers to get active and healthy with his incredible successes and achievements, especially in the build up to the London Olympics."*

The race on 16 July is a unique 5k team race which passes by some of London's most notable landmarks including the London Stock Exchange and St Paul's Cathedral. Last year the race attracted over 6,000 entries and its popularity is set to soar even further this year as team's from the banking, accountancy, legal, insurance and media fields all battle it out to be crowned with their coveted industry prize.

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For hi-resolution photography and 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



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





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