



Standard Chartered presents
LFC World

9am UK, Wednesday 18th April

LFC World heads for Dubai

Dubai will be the next stop for LFC World presented by Standard Chartered and will be the final location for the 17/18 season.

The interactive fan experience will focus around a giant beachside viewing party for the Reds' last game of the season against Brighton and Hove Albion on 13th May.

The free-to-attend viewing party will take place at Barasti on Jumeirah Beach where fans can also enjoy LFC World's interactive experiences such as taking a picture with one of the most iconic trophies in football - the Champions League Trophy, enjoying a recreation of the Anfield dressing room where fans can sit under the shirts of their favourite players, a replica of the famous Shankly gates, as well as photostations to take the perfect LFC selfie throughout.

Liverpool FC Legends Steven Gerrard, Gary McAllister and Steve McManaman will also be visiting LFC World and fans will have the opportunity to see them in a live Q&A at the LFC World presented by Standard Chartered viewing party.

Gary McAllister, Liverpool FC Ambassador said: "We can't wait to meet all of the passionate Reds supporters in Dubai. This will be a viewing party like no other – interactive things for fans to get involved with and an incredible atmosphere - we want them to hear us singing in Anfield!"

Julian Wynter, Chief Executive Officer, Standard Chartered Bank UAE, said, "We are proud to be partners of Liverpool FC, one of the leading English football clubs with 770 million followers around the globe. Football is a very popular sport in the UAE and the region and our partnership with Liverpool FC can only help raise our profile with our clients."

"The LFC legends' visit coincides with our 60th anniversary in the UAE and we have a series of activities lined up for our staff, clients and LFC fans to mark this special occasion. Such an interactive fan experience from one of the world's best-known football clubs is a testament to our commitment to our clients in this country" he added.

More information on how to secure your place at LFC World presented by Standard Chartered can be found here: liverpoolfc.com/lfcworld/dubai

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For more information contact:

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Notes to Editors:

Liverpool Football Club

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields.
- As a socially responsible Club, Liverpool FC is proud of its heritage and plays a proactive role in its communities through its official charity, Liverpool FC Foundation. By delivering a range of award-winning programmes, the Foundation motivates and inspires children and adults, both at home and overseas, using football and the power of the Liverpool FC badge. Its contribution has been recognised by the award of a Community Mark from Business In The Community.
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.

Standard Chartered

- We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.
- We are present in 60 countries and territories, with over 1,000 branches and around 3,000 ATMs.
- Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.
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