



STRICTLY EMBARGOED UNTIL 00:01hrs THURSDAY, 13<sup>TH</sup> OCTOBER 2016

## Standard Chartered and Liverpool FC have eyes on the prize of tackling avoidable blindness

Standard Chartered and Liverpool FC are partnering to promote Standard Chartered's flagship community programme which works to tackle avoidable blindness.

Just four days after the global 'World Sight Day', the Reds will take to the Anfield pitch wearing the Seeing is Believing logo on their shirts for the iconic fixture against Manchester United on Monday 17<sup>th</sup> October.

Although over 285 million people around the world suffer from visual impairment issues, the reality is that up to 80% of cases can be prevented or cured. This season marks the fifth year that Standard Chartered and Liverpool Football Club have come together to support Seeing is Believing. To-date, the partnership has raised more than £250,000 through fan contributions and auction proceeds.

To celebrate the campaign, Liverpool manager Jürgen Klopp appears in a unique video that highlights the effects of avoidable blindness. <https://youtu.be/f0IhNBzBI2o>

Following the match, the campaign will culminate in a series of charity auctions in support of Seeing is Believing. A number of match day mementos will be up for bidding, including signed player shirts, the Captain's armband, a pair of signed replica Jürgen Klopp glasses and a signed limited edition braille match day program, produced to commemorate the fixture. All donations will be matched by Standard Chartered and mobilised to win the fight against avoidable blindness globally.

**Jurgen Klopp**, First Team Manager at Liverpool FC, said: "Seeing is Believing is a fantastic initiative, and one we are proud to support as a Club. As somebody who wears glasses I know just how important sight is to my career and livelihood. That's why this issue is particularly important to me.

“I’m sure the generosity of our wonderful supporters will make the auctions a big success and help contribute toward the ambition of eliminating avoidable blindness by 2020.”

**David Fein**, Chairman of Seeing is Believing and Group General Counsel at Standard Chartered said: “I am inspired by the amazing support that Seeing is Believing continues to receive from Liverpool FC’s players, its Manager and its fans. Ninety per cent of avoidable blindness occurs in low and middle income countries, affecting many of the communities in which Standard Chartered operates. This initiative is making a tangible difference to the lives of millions of people around the world, and Liverpool FC’s support brings us one step closer to eradicating avoidable blindness.”

Globally, an estimated 39 million are blind, and a further 246 million suffer from moderate to severe visual impairment, yet in eight out of ten cases, blindness can be prevented or treated. Through simple treatments and affordable surgeries, it is possible to transform the lives of both children and adults, benefiting not only those who receive treatment, but also their families.

It is one of the most cost-effective health interventions with a cataract operation, for instance, costing as little as £20. Standard Chartered has dedicated itself to eliminating avoidable blindness since 2003 and reached over 123 million people through medical interventions, eye exams and eye health education. Since inception, Seeing is Believing has run 146 projects across 36 countries.

Following the fixture against Manchester United, fans will be able to bid for the limited edition items on Charity Stars until Tuesday 8<sup>th</sup> November; with all money raised going towards Seeing is Believing.  
<http://www.charitystars.com/foundation/seeing-is-believing>

For more information about Seeing is Believing, visit  
<https://www.sc.com/en/sustainability/investing-in-communities/seeing-is-believing.html>

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**Jürgen Klopp video**

To request the raw video file to host on your publication, please contact:

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**Photo Captions:**

1. Jordan Henderson reveals the match shirt featuring the Seeing is Believing logo, which will be worn during the fixture against Manchester United on Monday 17<sup>th</sup> October. *For more information or to donate, visit <https://www.sc.com>*
2. Alberto Moreno, Daniel Sturridge, Roberto Firmino are blurred to highlight *Liverpool FC's support of Standard Chartered's Seeing Is Believing charity initiative, which helps the 285 million people around the world who suffer from preventable blindness. For more information or to donate, visit <https://www.sc.com>*

**Notes to Editors:**

**Standard Chartered's sponsorship of Liverpool FC**

On 14<sup>th</sup> September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal which saw the Bank become the Club's main sponsor from the beginning of the 2010/11 season. In April 2015, a new four year extension was announced, lasting until the end of the 2018/19 season.

**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 business, 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 InThe Community.

Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities.



### **Seeing is Believing**

Seeing is Believing is a global initiative to tackle avoidable blindness, and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) and its membership of eye health organisations.

For over a decade, Seeing is Believing has been supporting projects to tackle avoidable blindness and visual impairment around the world. To date, Seeing is Believing has raised over USD89.2 million against its target of USD100 million by 2020. Funds raised through Seeing is Believing represent the single largest cash contribution from the private sector to the development of eye health 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.

### **Standard Chartered**

Standard Chartered

We are a leading international banking group, with around 84,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good.

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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