

Standard Chartered Bank launches *GO FORWARD*

Leveraging the association with Liverpool Football Club to train children from BMC schools

Mumbai, September 14, 2011: Standard Chartered Bank in association with the English Premier League giant Liverpool Football Club has launched 'GO FORWARD', an initiative targeted towards nurturing the football talent of children from Brihanmumbai Municipal Corporation (BMC) schools. Sreeram Iyer, Regional COO, India and South Asia, Standard Chartered and Liverpool legend Phil Thompson announced the initiative.

Go Forward will provide the children an opportunity to display their football skills and interact with best-in-class coaches and legends from LFC. The programme has been structured in 3 broad stages. In stage 1, about 2,000 students from approximately 80 BMC schools will be invited to a football 'skill understanding camp.' Following the various stages, 32 children will be shortlisted to undergo a four month rigorous training programme. They will be coached by players associated with the I-League and LFC coaches. The initiative will culminate in an exhibition match between the two BMC teams and the best of Mumbai's public school football teams.

Speaking on the initiative, **Sreeram Iyer**, Regional Chief Operating Officer, India and South Asia, Standard Chartered Bank said, "Globally, Standard Chartered has a close association with football through our sponsorship of the Liverpool Football Club. We saw an apt opportunity to take forward this association with "Go Forward". The latent potential for sport and football particularly in India is only over-ridden by the lack of opportunity. This initiative could be a major step in realizing the football dreams of many children."

Liverpool legend **Phil Thompson**, and the first Reds skipper to lift the League Cup, who was present on the occasion said, "Go Forward is a significant milestone for promoting football in India. It will be our endeavour to enable the final 32 children to interact and learn from the experience of past players and coaches from LFC."

The Brihanmumbai Municipal Corporation (BMC) runs more than 1,000 schools all over Mumbai with over 650,000 students, from the financially challenged section of society. There is a lot of hidden football talent among these students, but with no proper guidance or method to tap it. Standard Chartered's Go Forward initiative will provide a platform for the selected children to hone and develop their talent.

GO FORWARD



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