

# press release

**For immediate Release:**

## **Standard Chartered launches 2017 edition of the “Standard Chartered Trophy - Road to Anfield”**

- 12 teams consisting of clients from the Corporate, Commercial and Retail businesses of the Bank to participate in Lagos tournament on 25<sup>th</sup> of February
- Winning teams from Nigeria, Cameroon and Ghana to participate in West Africa Regionals holding in Accra, Ghana on the 11<sup>th</sup> of March
- West Africa regional champions to represent Africa at global tournament in Liverpool, UK in May 2017

**Nigeria, Monday, 20<sup>th</sup> February:** Standard Chartered Bank Nigeria Limited launched the 2017 country edition the football tournament tagged 'Standard Chartered Trophy: Road to Anfield 2017'.

The 'Standard Chartered Trophy' is an international 5-a-side football tournament organized by the Bank in partnership with Liverpool FC. It offers football fans from around the world a once in a life time 'Money Can't Buy' opportunity of playing at an English Premier League football pitch. The tournaments commenced in 2010 when the Bank took over the sponsorship of Liverpool Football Club. In 2014, the tournament was awarded 'Best International Marketing Campaign' by BT Sports Industry Awards – considered to be a pinnacle award within the sports marketing industry.

This is the sixth year this tournament is being run in Nigeria and will hold in three phases; the local, the regional and finals. The first phase will be the national qualifier which will take place on the 25<sup>th</sup> February in Lagos, Nigeria. The second phase is the West African regionals which will hold in Accra, Ghana on the 11<sup>th</sup> of March where the winning team from Nigeria will battle teams from Ghana and Cameroon. The winner from the West Africa regionals finals will proceed to represent West Africa at the finals in Liverpool, UK. A total of 10 teams from countries where Standard Chartered operates will be hosted to the all expense paid trip to participate in the global finals taking place at Anfield, the home of Liverpool FC on the 20th May 2017.

Highlights of the trip for 10 participating teams will include an exclusive tour of the LFC stadium and museum, dinner with LFC legends and professional training sessions with LFC coaches.

Speaking on the event the Head of Corporate Affairs, Brand and Marketing, Standard Chartered Bank Nigeria, Dayo Aderugbo stated that the tournament was open for participation to invited corporate clients, commercial and retail clients of the Bank. She said

*"Nigerians are very passionate about football and the English Premier League in particular. Hundreds of thousands of fans tune in to follow the English premier league every week with Liverpool FC being one of the leading teams to watch. As a Bank that is deeply committed to our clients and to the communities where we operate, we are proud to be able to leverage our relationship with Liverpool FC as the official sponsor to reward and motivate fans, clients and employees of the Bank through football; a sport we all appreciate. We are excited to give our clients this grand once in a lifetime the opportunity to go to Anfield where they will meet and play with Liverpool FC legends like John Barnes and Michael Owen. Nigeria is one of the few countries within Standard Chartered globally that has had the privilege to be invited every year to participate in the tournament. This is a testament to the fact that the Nigeria remains a priority for the Bank and that we are truly Here for good."*

Highlights from the local tournament will be featured live on the Bank's Nigeria FaceBook page.

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**For further information please contact:**

Dayo Aderugbo  
Head, Corporate Affairs, Brand and Marketing  
Standard Chartered Bank Nigeria  
Tel: +234 1 2368168  
Email: [Dayo.Aderugbo@sc.com](mailto:Dayo.Aderugbo@sc.com)

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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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