

# press release

## Standard Chartered Bank sponsors Uganda Sports Press Association Road Safety campaign 2018

- *Blood donation drive –“5 days – 1,000 pints Blood drive campaign”*
- *Church Service*
- *Bicycle race*
- *Zebra crossing painting*

**Kampala, Monday, 27<sup>th</sup> August 2018:** Standard Chartered Bank has today announced its support of the Uganda Sports Press Association Annual road safety campaign which will be held this Saturday 01st September 2018. This was announced at a joint press conference held between the stakeholders at the Standard Chartered Bank headquarters.

This year the Bank is also sponsoring a “**5 days - 1,000 pints blood donation campaign**” that will be executed by Nakasero blood Transfusion services to support road accident victims and is sponsoring USPA to a tune of Ugx 5,000,000 (Five million shillings only) to facilitate the organization of the road safety campaign.

The blood donation drives will take place as follows;

- ✓ Buganda Royal University – 28th August 2018
- ✓ IUIU – 29th August 2018
- ✓ Makerere University – 30th August 2018
- ✓ Mukwano Arcade – 31st August 2018
- ✓ Lugazi – 01st September 2018

While addressing journalists at a press conference, Head, Corporate Affairs, Brand & Marketing Standard Chartered Bank, Ms. Regina Mukiri said that the Bank is committed to supporting USPA in the road safety campaign to support the continuity of its agenda of creating awareness about road carnage and save the lives of Ugandans.

*“We are glad to once again join this partnership to sensitize Ugandans about road safety and also boost the blood bank reservoir to help save lives of victims. I highly commend the consistency of USPA in creating awareness around road safety and Nakasero blood bank for partnering with us in the “5 days – 1,000 pint blood donation campaign”. The USPA road safety campaign is a worthwhile initiative that Standard Chartered Bank has supported since 2007 in remembrance of our own employees who have perished in fatal car accidents over the years. The other reason for our support of this initiative is because Uganda continues to be one of the African countries with the highest rate of road accidents and deaths from reckless driving, over speeding among other factors. It’s therefore imperative that we all remain steadfast and join hands to combat these unnecessary deaths and save lives.”*

**Ms Mukiri added;** *“I urge other stakeholders to join us in this noble cause and to attend the various blood donation drives lined up.”*

The president of the Uganda Sports Press Association, Mr. Sabiiti Muwanga on his part thanked Standard Chartered for the sponsorship and partnership once again saying;

*“Standard Chartered Bank has been a very consistent partner that has championed the cause of road safety for over 11 years now and for this we are very thankful. This year’s sponsorship of Ugx 5 million will go a long way in helping us implement the various initiatives planned that will take place at Lugazi like; the Zebra crossing painting, organizing the bicycle race and handle any other logistical requirements. USPA also welcomes the introduction of “5 days – 1,000 pints blood donation drive” to the Road safety campaign. This blood donation drive is essential as it is critical to saving the lives of road carnage victims, we therefore appreciate the Bank for sponsoring this additional initiative.” He said*

Mr. Muwanga concluded by calling upon Ugandans to be more vigilant and caring towards fellow road users to avoid unnecessary road accidents.

There is need to act immediately and fast to end Road carnage. All the various agencies that should ensure safer roads should work together to save lives. Public enlightenment should be intensified. Our roads would be safer if sign posts were not vandalized, if they were well maintained and a culture of obeying traffic regulations is enforced. We can change this by creating more awareness through initiatives such as this.

End –

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## **Note to Editors:**

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Standard Chartered is committed to the community in Uganda through implementation of various sustainability programs like Seeing is Believing, GOAL project and Financial Education working closely with the Ministry of Health, Ministry of Education and Sports, Ministry of Gender, Labour and Social Development, Sightsavers and Brien Holden Vision Institute.