



For Immediate Release

Standard Chartered Hong Kong Initiates “Marathon 101 Education Programme - Marathon Spirit Around the World” 192 Art Pieces of Students to Create a Giant World Map to promote marathon spirit

3 December 2008, Hong Kong – Standard Chartered Bank (Hong Kong) Limited (“SCBHK”), in partnership with Hong Kong Amateur Athletic Association (“HKAAA”), not only organise “Standard Chartered Hong Kong Marathon”, but also endeavours to promote Marathon spirit among all primary and secondary students in Hong Kong. They initiated the “Marathon 101 Education Programme” enabling students to get involved in this grand international sport event. The programme drew overwhelming responses from over 680 primary and secondary schools, that is 60% of all schools, a rise in 10% comparing with last year.

“Marathon Spirit Around the World” is one of the large-scale extra-curricular activities of “Marathon 101 Education Programme”. There are more than 400 students participating, with some disabled students from Margaret Trench Red Cross School and visually impaired students from Ebenezer School. The students created 192 art pieces with marathon spirit and culture of different countries as the theme, and collected signatures at the back of their works to express their support for handicapped athletes. SCBHK would donate HK\$400,000 to support Hong Kong Paralympic Committee & Sports Association for the Physically Disabled (“HKPC&SAPD”) based on the quantity of signature collected.

Gathering at Margaret Trench Red Cross School, Mr. Ben Hung, Executive Director & Chief Executive Officer, SCBHK, Mr. Kwan Kee, Senior Vice-Chairman of HKAAA, Mr. Chen Wei On, Kenneth, JP, Under Secretary for Education, HKSAR Education Bureau officiated in the “Marathon 101 Education Programme - Marathon Spirit Around the World” charity event with over 300 primary and secondary students. Mr Ben Hung represented SCBHK to present a cheque of HK\$400,000 to HKPC&SAPD. The guests and all participating students combined the 192 art pieces to form a 20m x 12m giant world map, which spreads the messages of endurance, perseverance, inclusiveness and integration, around Hong Kong and over the world.

“Standard Chartered Hong Kong donates HK\$400,000 to HKPC&SAPD for its future development. Furthermore, we hope to promote the Marathon spirit and message of inclusiveness, as well as to arouse people’s awareness on the disabled,” remarked by Mr. Ben Hung.

Mr. Kwan Kee said, “Standard Chartered and HKAAA have worked together to organise the Standard Chartered Hong Kong Marathon and raise fund for HKPC&SAPD for 13 years. Our belief matches well with the ‘sports development’ and ‘sports popularity’ that suggested by the Chief Executive in his latest Policy Address.”

Mr. Chen Wei On, Kenneth, JP, Under Secretary for Education was invited to officiate in the charity event, “this giant world map not only raised fund for sports development, but also nurtures students’ empathy with people of different backgrounds, so as to arouse their social awareness and mutual respect.”

About “Marathon 101 Education Programme”

The “Marathon 101 Education Programme” is a comprehensive educational programme developed specifically for primary and secondary school students in Hong Kong. Organised by Standard Chartered Bank (Hong Kong) Limited and Hong Kong Amateur Athletic Association, the Programme has obtained full support from the HKSAR Government’s Education Bureau.

The Programme’s curriculum is designed in line with the Education Bureau’s Life-wide Learning Policy and features two major parts, fun-filled Cross-Curriculum Project-Based Teaching Kits and diversified Large-Scale Extra-Curricular Activities, which enable students to get involved in the grand international sport event “Standard Chartered Hong Kong Marathon” and learn about the fortitude and perseverance of the Marathon spirit.

Major activities:

1. **“Marathon 101 Community Service - Marathon Spirit Around the World”** : To encourage students to raise funds for handicapped athletes by collecting signatures from the community and peers. Besides, students will work together in artistic creation to produce a world map to spread the message of friendship and the spirit of Marathon and sports beyond boundaries.
2. **“Marathon Spirit Promotion in Community” Competition** : To sponsor students to promote the marathon spirit in their community through creative means such as writing, visual artwork, videos and/or websites.
3. **“Marathon 101 Runners Development Programme”**: To foster students’ interest in long-distance running. Professional training will be given students with potential for long-distance running to develop their talents and become Marathon runners of the new generation. Activities include: Marathon Sports Seminars, Marathon 101 Cup and Elite Training Programme. .
4. **“Marathon 101 Little Reporters”** : Students will develop their basic journalistic skills, and work with media veterans to produce a newspaper featuring coverage of the marathon for the public.
5. **“Marathon 101 Cheering Team Competition”**: Students will learn about the essence of team spirit by cheering for marathon runners on the day of “Standard Chartered Hong Kong Marathon 2009”.

For details of the programme, please visit www.marathon101.com.hk. For further enquiries or information, please contact the Project Officer of the Programme Secretariat at 3622-1303, or by email marathon101@bbluesky.com.

To download the photos of today's event and key images of the book *One Fine Day*, please visit: <http://www.bbluesky.com/bblue2/MSAW20081203.zip>

Photo Captions:

01	Mr. Ben Hung, Executive Director & Chief Executive Officer, SCBHK, hopes to promote the Marathon spirit and message of inclusiveness through "Marathon Spirit Around the World", as well as to arouse people's awareness on the disabled.
02	On behalf of SCBHK, Mr. Ben Hung, Executive Director & Chief Executive Officer, SCBHK (left), presented a donation cheque of HK\$400,000 to representatives of HKPC&SAPD, Mrs. Jenny Fung, BBS, Chairman of Hong Kong Paralympic Committee & Sports Association for the Physically Disabled (middle) and Ms. Yu Chun Lai (right)
03	Mr. Ben Hung, Executive Director & Chief Executive Officer, SCBHK (right) and Mr. Kwan Kee, Senior Vice-Chairman of HKAAA (left), presented a certificate of appreciation to Mr. Chen Wei On, Kenneth, JP, Under Secretary for Education, HKSAR Education Bureau (middle).
04	Mr. Ben Hung, Executive Director & Chief Executive Officer, SCBHK, combined the art piece into the giant world map with two disabled students from Margaret Trench Red Cross School.
05-06	The guests and all participating students combined the 192 art pieces to form a 20m x 12m giant world map to spreads the messages of endurances, perseverance, inclusiveness and integration, around Hong Kong and over the world.
07-08	The guests and all participating students released balloons with caring messages to the sky which symbolized that the Marathon Spirit would spread around the world.

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Notes to the Editor:

Standard Chartered – leading the way in Asia, Africa and the Middle East

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation.

The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 75,000 people, representing 115 nationalities, in more than 1,750 branches and outlets located in over 70 countries.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

For more information, please visit: www.standardchartered.com
