



Press Release

3 June 2009

“Seeing is Believing” Fundraising and Visual Arts Exhibition
9,000 local youth created embroidery lucky charms to bless the visually impaired

For the sixth consecutive year, Standard Chartered Bank (Hong Kong) Limited (“Standard Chartered”) and Hong Kong Youth Arts Foundation (HKYAF) co-organised the “Seeing is Believing” Fundraising & Visual Arts Exhibition 2009, attracting 9,000 youth from 78 local primary, secondary and special needs schools to create fabric artworks that come with a donation. In celebration of their 150th anniversary in Hong Kong, Standard Chartered has matched all donations dollar for dollar, raising a total of HK \$400,000 for “Seeing is Believing”. The money will go towards ORBIS to carry out eye restoration and eye care education projects in China.

All 9,000 fabric lucky charms are on display for the public from today till 14 June 2009 at Cityplaza, TaiKoo Shing. Members of the public are more than welcome to come and appreciate the artistic talents of our local youth and are encouraged to contribute by making an on-site donation for a pack of art materials.

Mr Benjamin Hung, Executive Director and Chief Executive Officer of Standard Chartered Bank (Hong Kong) Limited said, “As we celebrate the 150th anniversary of our establishment in Hong Kong this year, Standard Chartered is celebrating its commitment to the long term growth and development of this city. Through partnering with HKYAF, we can encourage the younger generation to proactively contribute in their community, expressing their care and concern for the visually impaired in the form of art.”

Lindsey McAlister, Founder / Artistic Director of HKYAF said, “We’re very grateful for the huge support of Standard Chartered. Art not only provides fun experiences to both the participants and the audiences, but it can also serve as an effective method for conveying messages. Within this project the youth can learn the basic fabric skills and can further showcase their creative talents whilst making a difference to the community. Each fabulous art piece carries the warmest blessings to a community in need.”

Inspired by the Chinese traditional embroidered happiness/lucky charms, students got a chance to learn the skills of collage and sewing to create a hanging handicraft, using a variety of materials like felt, string, beads & sequences. All the art pieces have a standard eye shape in the middle, symbolizing “Seeing is Believing”. The completed artworks were collected and sewn together in groups of 8-10, culminating in an epic hanging art installation that represents the strength of collaboration whilst showcasing the creativity of young people in Hong Kong. Nearly ten thousand fabric art pieces will be exhibited from 3 - 14 June, 2009 at Atrium, 2/F Cityplaza, Taikoo Shing.

High resolution exhibition photos can be downloaded here:
www.hkyaf.com/SeeingIsBelievingVAExhibition2009.zip

Notes to the Editor:

About Seeing Is Believing

In 2003, to celebrate the Bank's 150th anniversary, Standard Chartered, in collaboration with leading eye care agencies, launched Seeing is Believing – the global fund raising campaign, with the aim of eye restoration and eye care education in the developing countries. In 2008, it had reached over five million people in 17 countries, contributing to over two million sight restorations.

Having achieved so much, we have been inspired to set our next challenge. After extensive consultation with the World Health Organisations and leading eye health organizations, the next phase of Seeing is Believing aims to raise US\$20 million between 2008-2015 for 20 million people across 20 countries focusing on prevention and education as well as sight restoration.

In Hong Kong, Standard Chartered partners with ORBIS International and has raised over HK\$10 million for education, training and sight restoration projects in Yunnan, China.

Over the past years, Standard Chartered Hong Kong has been a leading global supporter of Seeing is Believing, organising a wide variety of awareness and fund-raising campaigns including annual Visual Arts Fund Raising School Programmes, Standard Chartered Hong Kong Marathon, Henry Wanyoike's "Run with Me" Campaign and more.

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 70,000 people, representing 125 nationalities, in more than 1,600 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 two consecutive years in 2008 and 2009.

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

About HKYAF

The Hong Kong Youth Arts Foundation (HKYAF, www.hkyaf.com) is a charity that provides access to high quality, non-competitive and free of charge art experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister, OBE, YAF organises inclusive and inspirational projects that reach out to young people of all cultures, backgrounds, languages and abilities, actively creating opportunities for disadvantaged and underprivileged young people. Each year we reach over 800,000 young people through our projects, exhibitions and performances.

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