

Standard Bank's Player Escorts at the Orange Africa Cup of Nations, SOUTH AFRICA 2013

Standard Bank is once again a sponsor of the Official Player Escorts during the Orange Africa Cup of Nations, SOUTH AFRICA 2013.

A continuation of the Standard Bank Player Escorts Programme initiated during the Angolan tournament in 2010, more than 700 children from across Africa will participate in a unique and once-in-a-lifetime opportunity, being part of the game lead-up in each of the five stadiums during the event's 32 matches.

"Children participating in the Player Escort Programme will come from South Africa, Botswana, Lesotho, Malawi, Mozambique, Namibia and Ghana, with a large proportion drawn from Standard Bank's employee network, as we believe that the game's biggest supporters, fans and ambassadors come from within our Standard Bank family," explains Jenny Pheiffer, Head of Brand and Sponsorships, Standard Bank.

Eligibility for participation in the Player Escort Programme is determined by CAF (Confederation of African Football) tournament regulations.

Player Escorts may be boys or girls; must be between the ages of 8 and 12 years old; and must meet the height requirement of less than 1,5m.

As part of Standard Bank's long-standing support of United Against Malaria (*UAM*) – a social awareness project that is also officially supported and endorsed by CAF – each Player Escort's shirt will carry the *UAM* branding on a sleeve. *UAM* is a partnership of football teams and heroes, celebrities, health and advocacy organizations, governments, corporations and people who have united to win the fight against malaria.

Through the Official Player Escorts, CAF, Standard Bank and *UAM* hope to continue to help raise global awareness on the need to end malaria, by increasing the resources and use of available prevention and treatment tools in Africa.

For more information: www.standardbank.com/afcon

About Standard Bank's sponsorship of CAF competitions:

Standard Bank signed as the official financial services sponsor to the Confederation of African Football (CAF) in December 2008, confirming its commitment to African football.

The decision to partner with CAF was driven by Standard Bank's growing presence as a leading African bank, with a heritage that stretches back 150 years.
