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Preparations for Hong Kong's largest community arts event kick off with *Standard Chartered Arts in the Park Mardi Gras 2014 Charity Programme: Seeing is Believing Fundraising Exhibition*

This year, *Standard Chartered Arts in the Park Mardi Gras*, the city's largest community arts event, takes as its theme 'Defying Gravity'. Under the theme, thousands of local artists and young people will draw inspiration from science to create performance pieces and visual artworks. The *Seeing is Believing Fundraising Exhibition*, which drew to a successful close today, was the first in a series of *Standard Chartered Arts in the Park Mardi Gras 2014 Charity Programme* events that will take place in the lead-up to the climax carnival event in November. For this exhibition, over 8,000 young people from 84 primary, secondary and special needs schools created more than 8,000 art pieces, raising HKD\$320,000 for the visually impaired in support of Seeing is Believing.



Presented by **Standard Chartered Bank (Hong Kong) Limited** and the **Hong Kong Youth Arts Foundation**, the *Standard Chartered Arts in the Park Mardi Gras 2014* has this year for the first time introduced a series of fundraising programmes on behalf of Standard Chartered's global charity initiative Seeing is Believing. Drawing inspiration from a range of science topics, over 8,000 stunning artworks by young people were previewed at the *Seeing is Believing Fundraising Exhibition* at Cityplaza, Island East. They will be showcased again at *Standard Chartered Arts in the Park 2014* in Victoria Park this November. Weekend workshops took place during the preview exhibition, inspiring members of the public to donate generously -- both financially and artistically -- in support of Seeing is Believing.



Preparations for this exhibition began back in March in the form of teacher workshops, at which professional artists shared creative techniques that teachers could take back to their schools and pass on to their students. Hong Kong Youth Arts Foundation Founder and Artistic Director **Lindsey McAlister** said, "Every year, *Standard Chartered Arts in the Park* strives to extend its reach and strengthen its impact, so we are thrilled to have introduced a fundraising initiative to the event this year. By taking part in the *Standard Chartered Arts in the Park Mardi Gras 2014 Charity Programme*, young people are not only exploring new channels of self-expression, but also actively supporting those in need."

Mrs. Bethy Tam, Head of CEO Office, Hong Kong, and Seeing is Believing Ambassador, Standard Chartered Bank (Hong Kong) Limited, said, "Seeing is Believing is the Bank's global community initiative to help tackle avoidable blindness and raise awareness of blindness and visual impairment, and involves collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) as well as a number of other leading eye care NGOs. We aim to raise US\$100 million by 2020. Since it was launched in 2003, Seeing is Believing has raised over US\$63 million for blindness prevention initiatives and benefited over 45 million people across 25 countries. Over the past eleven years, over 110,000 students have participated in this meaningful visual arts project to express their care for the visually impaired. We are delighted that a charity element has been added to the Standard Chartered Arts in the Park event that will help raise even more funds for Seeing is Believing. Standard Chartered pledges to match all donations dollar for dollar until the target of US\$100 million has been reached."

In Hong Kong, the Seeing is Believing initiative has partnered with ORBIS International. All fundraising proceeds from Hong Kong will go towards eye restoration and treatment, eye care education and the training of medical professionals in Mainland China.

A series of Standard Chartered Arts in the Park Charity Programme activities will be rolled out in the coming months to raise funds for Seeing is Believing.

Notes to the Editor

Download high-res exhibition photos:

https://www.dropbox.com/work/Press/HKYAF_Seeing_Is_Believing_Fundraising_Exhibition

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Standard Chartered Arts in the Park

Standard Chartered Arts in the Park Mardi Gras is an annual six-month youth arts development programme organised by the Hong Kong Youth Arts Foundation. The climax of the event is the carnival in November, featuring Hong Kong's largest giant puppet parade. Every year, *Standard Chartered Arts in the Park Mardi Gras* works directly with over 3,500 young people from 200 schools and youth organizations to showcase their talent, develop self-confidence and create art. In 2013, the flagship community arts event drew over 120,000 visitors. Crowds poured into Victoria Park and onto the streets of Causeway Bay to watch performances, create art and cheer the spectacular parades. This year's theme 'Defying Gravity' will offer the opportunity for young people to learn about and draw creative inspiration from science through workshops, rehearsals and artist-in-school residencies.

Seeing is Believing

Seeing is Believing (SiB) is Standard Chartered's global community initiative to help tackle avoidable blindness and raise awareness of blindness and visual impairment. It is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) as well as a number of other leading eye care NGOs, such as ORBIS. Standard Chartered aims to raise US\$100 million for SiB by 2020. Since 2003, SiB has raised over US\$63 million for blindness prevention initiatives and benefited over 45 million people across 25 countries. As part of the SiB programme, Standard Chartered pledges to match all donations dollar for dollar until the target of US\$100 million has been reached. Please browse www.seeingisbelieving.org for more information.

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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.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong 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.

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Hong Kong Youth Arts Foundation

Hong Kong Youth Arts Foundation (YAF) is a charity that provides high quality, non-competitive arts experiences for young people aged 5 to 25. Established in 1993 by Lindsey McAlister, OBE, YAF organises inclusive and inspirational projects that reach out to youngsters of all cultures, backgrounds, languages and abilities, and actively creates opportunities for those who are disadvantaged and underprivileged. Each year we reach over 800,000 children, teenagers and young adults through our projects, exhibitions and performances.

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