

20<sup>th</sup> August 2012

## **HSBC OFFERS TEN STUDENTS CHANCE TO WIN £10,000 BURSARY**

As thousands of young people finalise their choice of university, HSBC is offering students the chance to win £10,000 in the HSBC Student Bursary competition.

Now in its fifth year, the HSBC Student Bursary competition offers ten students the chance to each win the bursary. The competition will be hosted on Facebook and is open to all UK students\* starting their first year of university this autumn who hold or open an HSBC Student Bank Account before 27<sup>th</sup> September.

Entrants have to create and upload a 90 second video to YouTube, and submit a short application form that answers the question, "How would £10,000 help you make your mark on the world?" The competition entry deadline is 13<sup>th</sup> September.

Natalie Barr, an HSBC student bursary winner from 2011, told us why she's passionate about primary school teaching and used the bursary money to fund her third year placement in Uganda.

You can see Natalie's and all the winning videos from last year here:  
[www.youtube.com/HSBCUKPress](http://www.youtube.com/HSBCUKPress)

Matt Richards, HSBC Head of Student Banking said: 'Going to university can be a worrying time for students and their parents, with many concerned about money. Our student bursary competition allows ten students to win peace of mind while they study, so they can pursue a dream project of their making. I'm very excited to see more great ideas from this year's videos.'

The top 15 videos, as voted on Facebook, along with a further five selected by HSBC, will then be short-listed and the final ten winners will be decided upon by a panel of five judges:

- Rachel Wenstone – Vice President (Higher Education), NUS
- Jo Fedfern – Commercial Director, UCAS
- Brendan Cook – Head of Retail Banking, HSBC
- Laura Payling – HSBC Student Bursary 2011 Winner
- Natalie Barr – HSBC Student Bursary 2011 Winner

ENDS

## Notes to Editors

- \* Competition not open to residents of the Channel Islands, Isle of Man or Northern Ireland.

### For further information please contact the HSBC press office:

Simon Coughlin, Media Relations Manager  
0207 992 1574  
@hsbc\_uk\_press  
[simon.coughlin@hsbc.com](mailto:simon.coughlin@hsbc.com)

**Information on the HSBC student bursary competition:** Terms and conditions apply. To enter and for full details of the competition rules, visit [www.facebook.com/hsbcstudents](http://www.facebook.com/hsbcstudents)

For the latest updates, visit the **UK Press Office social media newsroom:**

<http://www.hsbc.co.uk/newsroom>

[http://twitter.com/hsbc\\_uk\\_press](http://twitter.com/hsbc_uk_press)

**HSBC Bank plc:** HSBC serves 16.1 million customers in the UK and employs approximately 50,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including [bank accounts](#) and [mortgages](#). It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

### **HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,900 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,652bn at 30 June 2012, the HSBC Group is one of the world's largest banking and financial services organisations.