

**Immediate Release**

Press Release: **Sponsorship**

## **LYCAMOBILE SPONSORS INAUGURAL CITIZENS UK DIASPORA PEOPLES' ASSEMBLY.**

**Lycamobile**, the largest global provider of high quality affordable international mobile calls sponsored the first Citizens UK Diaspora Assembly on December 10<sup>th</sup> 2011 at the City Temple, London. Citizens UK is a community focused organisation that aims at building stronger communities in the UK by empowering them to work together. 900 people attended the event which was addressed by Simon Hughes MP.

Lycamobile operates in 14 countries, and welcomes all communities, enabling customers to stay in touch with their friends and family around the world at an affordable price. At the assembly **Group Marketing Director**, Chris Liveing acknowledged the important work done by Citizens UK and the community leaders. In his address he added, "Like Citizens UK, at Lycamobile we work hard at developing close links with all communities. That is why it was important for us to sponsor this significant event. We provide support for social, sporting and religious events throughout the year for a broad range of communities and we look forward to generating closer ties with the communities represented at this assembly+.

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**About Lycamobile**

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is available through an extensive network of more than 500,000 retail outlets. The brand was initially introduced in 2006 and is already Europe's largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - [www.lycamobile.co.uk](http://www.lycamobile.co.uk)



