

Press Release: **Sponsorship**

**Liverpool Lord Mayor,  
Councillor Frank  
Prendergast and  
Lycamobile participated  
in the dragon dance in  
honour of the 2012  
Chinese New Year.**



**Lycamobile**, the largest global provider of high quality affordable international mobile calls joined hands with Chinese communities around the world to celebrate 2012 the year of the dragon. According to the Chinese calendar based on twelve mythical creatures, 2012 the year of the dragon will symbolise strength, power and wealth. In the spirit of the occasion, Lycamobile sponsored events which took place in Leeds, Liverpool, Madrid, Paris, Amsterdam, Rotterdam, Hague and Melbourne during this week long celebration. The Liverpool parade was followed by an evening dinner at the Britannia Adelphi Hotel and was attended by key figures including the Lord Mayor Councillor Frank Prendergast.

Lycamobile provided customers in the UK with the most competitive rates that enabled them to call China, Korea, Malaysia, Hong Kong and Australia from just 1p per minute to mobiles and landlines in an effort to bringing friends and family together. Subaskaran Allirajah Lycamobile Chairman commented - "The Chinese

New Year is a special occasion and at Lycamobile we know how much keeping in touch with friends and family means to our customers. Lycamobile is committed to supporting all our communities that is why we offered our customers the best possible tariff rate to call home and celebrate the 2012 the year of the dragon".

- End

**About Lycamobile**

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 8.0 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 2012.

[www.lycamobile.de](http://www.lycamobile.de)



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