



Press Release

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For General Distribution

## **LYCAMOBILE SPONSORS MUSLIM AID'S 25<sup>th</sup> ANNIVERSARY CELEBRATION**

Lycamobile proudly sponsored the 25<sup>th</sup> Anniversary celebrations for Muslim Aid at a range of charitable dinners held on the 25<sup>th</sup> February at The Porchester Hall in London, 26<sup>th</sup> February at the Palace Hotel in Manchester and 27<sup>th</sup> February at the Great Hall in Birmingham.

Founded in 1985, Muslim Aid is a UK based international relief and development organization working to alleviate poverty worldwide. Muslim Aid works across Africa, Asia and Europe and strives to help the poor overcome the suffering endured due to natural disasters and a lack of life's basic necessities.

Milind Kangle, CEO Lycamobile Ltd commented in an interview with ARY, 'The work that Muslim Aid is doing is very humbling and a massive source of inspiration for all of us at Lycamobile. The long term mission that they have of not only helping people during natural disasters and emergencies but also to have sustainable programmes that provide education and economic empowerment for people that they help is for us really powerful.'

At Lycamobile we serve a number of communities worldwide that live in areas that Muslim Aid works across and we are working extremely hard to reduce the cost of telecommunications for them - because that's our business. As an example, we've recently launched a huge promotion that cuts the costs of calls to just 1 pence per minute to countries like Pakistan.'

As part of their fundraising, the Children's Night of Empowerment Charity dinner created an evening of inspirational entertainment and reflection which raised funds for the most disadvantaged children across the developing world.

The event attracted 500 people including prominent business leaders and high profile donors. The main entertainers for the evenings were singer Ahmed Bukhatir and author Dr Tariq Ramadan. In addition Sir Iqbal Abdul Karim Mussain Sacranie, Chairman of Muslim Aid delivered an inspirational speech.

An auction was conducted as part of the fundraising and they raised a staggering £190,000 in under three hours. The event was covered by 7 channels including ARY, Channel S and the Islam Channel.

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**Editor's Notes:**

**About Lycamobile**

Lycamobile ([www.lycamobile.co.uk](http://www.lycamobile.co.uk)) is a prepaid SIM card product that provides low-cost, high-quality international calls to over 1.5 million UK customers direct from mobile phones. Lycamobile is already distributed through a UK network of more than 115,000 retail outlets. The brand was initially introduced in The Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 5.5 million customers across Europe. Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout 2010.