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### Lyca sponsors Chinese C-Star

May 12, 2009

**Lycamobile sponsors the Chinese singing competition 'C-Star' and offering its customers cheaper SMS voting for the show.**

Ethnic MVNO Lycamobile is sponsoring the Chinese singing competition 'C-Star' and offering its customers cheaper SMS voting for the show.

Over 600 contestants have entered the talent competition in the UK. One contestant will win an EP and single, which will be released in the UK, Europe and China.

The winner will also create their own music video to be aired on the Chinese television show One Million Star!

Lycamobile's Globeman (pictured) will be broadcast on the show and online at [www.c-star.co.uk](http://www.c-star.co.uk).

Users can cast votes via SMS priced at 25p for two votes.

Lycamobile marketing director Robert Beswick said: "'C-Star' is an exciting venture for Lycamobile to be a part of. There is lots of talent within the Chinese community around the UK and now there is finally a platform for which it can be shared, not just nationally but internationally too.

"Lycamobile has a loyal Chinese user base benefiting from our low rate of 4p per minute to China landlines and mobiles and we are proud to be sponsoring and supporting such a great event for the Chinese community."

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Lycamobile sponsors the Chinese singing competition C-Star giving the ethnic MVNO brand online and television presence

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