

Press Release: Corporate Social Responsibility

## LYCAMOBILE DONATES FUNDS TO AID THE ROMANIAN BIG FREEZE RESCUE TEAM



**Lycamobile**, the largest global provider of high quality affordable international mobile calls has donated funds to a team of Romanian citizens living in the UK. The team will be travelling to Romania to assist in a rescue mission that has left thousands stranded. Eastern Europe has been severely affected by a record-breaking cold snap that has seen the death toll rise to over 600 people. The region has suffered from extreme cold weather conditions that have seen snow falls of over 6 meters in some areas. Romania is one of the hardest hit countries, where over 23,000 people in rural areas such as Vrancea have been left isolated with little or no heating, medical care or food due to blocked roads.

In an effort to provide assistance to the Romanian people, Lycamobile has donated funds that will be used to purchase food, drinks, blankets and shovels. Lycamobile's Chairman, Subaskaran Allirajah, commented "The big freeze has affected thousands of people and left them isolated. At Lycamobile supporting communities in need is important to us and this is why we are offering a helping hand to the Romanian community during these trying times. I would like to wish the team all the best as they embark on their mission to bring aid the people in need."

Lycamobile customers can stay in touch with their friends and family in Romania during these difficult times for 1p per minute to landlines and 9p per minute to mobile phones.

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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 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.com](http://www.lycamobile.com)

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