



PRESS RELEASE

MØBILE VIKINGS

Mobile Vikings strive for a mobile revolution this festival summer with #operationrw

Hasselt, 22 May 2014 - Everyone is entitled to access to budget friendly communication and that is the goal of Mobile Vikings and its members. At festivals the community operator can inform tens of thousands of people all at once that there is a different way to call, send text messages and use mobile data. Unfortunately festivals such as Rock Werchter are the exclusive terrain of traditional telecom operators and there is no room for Mobile Vikings as an alternative to the major players. That's why Mobile Vikings are using #operationrw to launch a call to all Vikings and supporters to make a stand in an unprecedented and original manner at Rock Werchter and advance the mobile revolution.

Mobile Vikings does not operate from a standard economic perspective but from a community-minded concept: the more members, the cheaper the calls until the goal is achieved for everyone to have free access to open communication. A democratic message that unfortunately Mobile Vikings cannot easily communicate to festivalgoers.

Hans Similon, Chief Viking – Evangelist at Mobile Vikings explains: *"Festivals are an interesting environment for us because we can reach many young people, who often fully support our message, all at once. We have asked the organisers of Rock Werchter and one of the main sponsors nicely but there is no room for our message. But we are not giving up that easily. We want to inform Rock Werchter visitors that there is an alternative to the major telecom players and that there is a different way to call, send text messages and surf on their mobile devices. That's why we want to advance our mobile revolution with our community this summer. Under the guise of #operationrw we are calling on members and supporters to reflect on how we can still communicate our philosophy of budget friendly mobile communication at Rock Werchter."*

All ideas are welcome on <http://www.mobilevikings.be/operationrw>. At the beginning of July, the community operator hopes to be able to slash prices with the help of our members and supporters.

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If you have any questions, please contact:

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Visuals and downloads: <http://peculiar.prezly.com>

The #operationrw website: www.mobilevikings.be/operationrw