

THREE LAUNCHES 'POWER YOUR NETWORK' CAMPAIGN IN MUNSTER



To celebrate the roll out of 4G in counties across Munster, Three is inviting Limerick, Cork and Waterford to showcase its strongest, most powerful networks of people.

Last week, YOU BOYS IN GREEN, Ireland's widest network of Irish football supporters, launched Three's brand new campaign, "Power Your Network" at The Aviva Stadium, the home of Irish football.

Powered by their phones, YBIG stay in touch through email, texts, calls and social media. As Three rolls out 4G in key cities across Munster, it continues to power and strengthen networks like YBIG. To celebrate this, Three invites Ireland to show the network that powers them to be in with the chance of winning a cash prize and make their network even stronger by simply logging on to Three's Facebook page at [Facebook.com/3Ireland](https://www.facebook.com/3Ireland) Alongside the chance to win the cash prize, the strongest network in Limerick, Waterford and Cork will also win the chance to see their network on posters in the city centre. Whether it's a local football club, a group of friends, a local community group or a tightknit family, Three wants to see it.

For the YOU BOYS IN GREEN club, their internal network is as important as supporting the Irish football team as they come from all across Ireland. Established in 2005, YBIG has become the number one voice for Irish supporters in Ireland. Liam Murray, one of the founding members of YBIG says, 'Our strength is definitely in our members. Together, we've been the driving force behind many fan initiatives like the 'Testimonial for Dave Langan Dinner' where we raised nearly €80,000 for the former international star. Thousands of our members connect with each other everyday on the YBIG forum to arrange Ireland tickets, away game travel and much more. All of our accomplishments would not have been possible without the strength of our network.'



Most recently, YBIG made headlines when they came to the rescue of two Austrian fans who were robbed of their tickets. Through the power of their social forum, YBIG quickly raised the funds needed to help the visiting fans, further showcasing the strength of their network.

Elaine Carey, Chief Commercial Officer, Three said: “At Three, every message on our network matters. We have been strengthening networks for eight years now and we are committed to providing the strongest platform to facilitate these connections. With the arrival and continued rollout of 4G across Ireland, the network will be even better than ever before, ensuring that everyone can stay connected to the people that matter most.”

For more information and for a chance to win, log on to: [Facebook.com/3Ireland](https://www.facebook.com/3Ireland)