

## **Broke Your Phone? You May Be In Luck...**

**Press Release by Goldgenie Global, 28<sup>th</sup> April 2015**

Goldgenie is the proud sponsor of a great competition run by Mobiles.co.uk to find the most broken phones in the U.K. and their owners a chance to win a shiny 24k Gold plated iPhone 6 Brilliance, complete with sparkling crystals.

There is nothing worse than your precious new smartphone slipping through your fingers. We all know someone whose precious new phone jumped from their hands within days of unboxing it. Such stories need no ending as we all know how incompatible phones are with dance floors, pavements and inconveniently placed pools of water in all shapes and forms. Toilet bowls, puddles and lakes are all longstanding enemies of the mobile phone.

It is perfectly natural to mishandle a new piece of technology when you have not got used to it or built an attachment with it but due to insurance policies terms, many of those newly smashed phones cannot be replaced so soon after purchase and as luck would have it many ill-fated smartphones are uninsured to start. Just a couple of reasons why we regularly see so many smashed phones on tables and in people's hands across the country. As long as you can still use your phone to talk and listen, that's okay right? Well, not if you love your sophisticated smartphone features and smooth, shiny screen.

So online smartphone retailer Mobiles.co.uk is helping one broken phone owner to win a replacement. And this is not just any replacement but courtesy of Goldgenie, the lucky winner will receive a 24k Gold iPhone 6 Brilliance, complete with a luxury cherry oak display case. To be in with a chance of winning it, you need to have a broken phone that is still in use. To enter the competition, simply share a photo of you with your trusty handset on Facebook, Twitter or Instagram by tagging @mobilescouk and using the hashtag #brokemyphone.

Mobiles.co.uk is looking for phones in the U.K. that "have had a hard time and lived to tell the tale." Laban Roomes, Founder of Goldgenie Global, has stated: "Nothing speaks louder than the phone you have, its condition especially, and while smartphones are great, a smashed screen is definitely not a smart look. You do

not want to worry about hiding your broken phone when it rings in public or when you're at that all important meeting.... Goldgenie are proud to team up with Mobiles.co.uk to give away one of our 24k Gold iPhone 6 Brilliance iPhone 6 smartphones to make sure you're never ashamed of your phone again!"

If you do not have a broken phone to enter the competition, there is still time to be in with a chance as the competition ends at the end of June, with the winner being announced on the 30<sup>th</sup>. Something to keep in mind if misfortune strikes your phone between now and then!

To find out more about the competition and see the latest entries at: <http://www.mobiles.co.uk/brokemyphone.html>

### **About Mobiles.co.uk – The smart phone people**

Mobiles.co.uk is a leading mobile phone retail brand, owned by Dixons Carphone.

Specialising in smartphones, they provide an extensive range of the best new handsets, offering the best contract, upgrade and SIM-only deals.

Mobiles.co.uk was the UK's first online mobile phone retailer, with 18 years' experience and expertise on handsets and tablets.