



## MTN Nigeria promotes PurpleTeal services on World Diabetes Day

**Lagos, November 14, 2015:** MTN Nigeria promotes PurpleTeal's health tip services for: Diabetes Prevention (Prevent Diabetes©), Diabetes Management (Manage Diabetes©), Weight Loss (LoseWeight©), Smoking Cessation (QuitSmoke©), Stress Management (BeCALM©) and Heart Health (Health Heart©), on World Diabetes Day.

According to the International Diabetes Federation (Africa), there were more than 1.56 million cases of diabetes and almost 41,000 people died from diabetes complications in 2015 in Nigeria. The disease also imposes a significant burden of more than USD 200 per person. Diabetes can be prevented (or at least postponed) by adopting more healthy lifestyles.

Subscribers can subscribe to services by sending the key word for the service to shortcode 35075. Subscription charges are a nominal N100 for 30 days.

Powered by PurpleTeal, whose services help more than a million people in 15 countries. Well over a Billion tips have been served in twelve languages.

### **About MTN Nigeria:**

MTN Nigeria is part of the MTN Group, Africa's leading cellular telecommunications company. On May 16, 2001, MTN became the first GSM network to make a call following the globally lauded Nigerian GSM auction conducted by the Nigerian Communications Commission earlier in the year. Thereafter the company launched full commercial operations beginning with Lagos, Abuja and Port Harcourt.

With over 55 million subscribers, MTN Nigeria Communications Limited (MTNN) provides cellular network access and ICT solutions to millions of Nigerians, connecting whole communities with each other and with the rest of the world. It is also the largest subsidiary in the MTN Group – a multinational telecommunications group offering world-class cellular network access and business solutions to over 210 million subscribers in 22 countries across Africa and the Middle East.