

RNS Reach

7 September 2018

## **LIVE COMPANY GROUP PLC**

(“LVCG”, the “Company” or the “Group”)

### **LVCG Announces Partnership with The Prince Albert II of Monaco Foundation (the “Foundation”) for 20 City Tour of China with BRICKLIVE ANIMAL PARADISE**

His Excellency Mr. Bernard Fautrier, Vice-President and Chief Executive Officer of the Foundation and David Ciclitira, Chairman of the Company, are pleased to announce that the Foundation, LVCG, and LVCG’s joint venture partner in China, BrickLive Centre Education Technology (Beijing) Co., Limited (“BLCET”) have entered into a partnership agreement. Through the newly created exhibition, BRICKLIVE ANIMAL PARADISE, details of which were announced by LVCG on 19 July 2018, which will visit 20 cities around China over the next 3 years, the Foundation, LVCG and BLCET will be working together to educate children in China about the need to protect and preserve the environment, endangered species and biodiversity.

Today H.S.H Prince Albert II of Monaco attended the opening of BRICKLIVE ANIMAL PARADISE at the Beijing National Stadium, commonly known as The Bird’s Nest.

Visitors to BRICKLIVE ANIMAL PARADISE will experience life-sized statues depicting the world’s most loved and endangered animals, all located in their natural habitats, across four distinct zones. A one hundred page book will be available to support the exhibition and to educate visitors on each animal, explaining their habitat and what we can do to aid their survival. Also translated into Mandarin, the book will be the centre piece of an educational programme and will be the next level in interactive brick-filled fun.

**David Ciclitira: Executive Chairman of Live Company Group Plc, said:** “We at LVCG are delighted to be able to support the Foundation both financially and more importantly through the BRICKLIVE ANIMAL PARADISE exhibition and its associated education initiatives. We hope to reach over a million visitors in China whom I am sure will be gaining their first understanding of the real danger these animals are in and the many ways in which we can make a difference through their lifetimes. At this point I would like to point out that none of this would have been possible without the support of the Foundation and our local partner, SEEC Media.”

**H.E. Bernard Fautrier: Vice President and Chief Executive Officer of the Foundation said:** “The Prince Albert II of Monaco Foundation is delighted to cooperate with LVCG and BLCET and the BRICKLIVE ANIMAL PARADISE exhibition to raise public awareness in China about the threatened disappearance of a large number of species.”

**Yuet Sarah Chong: Chief Executive Officer of Bricklive Centre Education Technology (Beijing) Co., said:** “Bricklive Centre Education Technology (Beijing) Co., is thrilled to cooperate with the Foundation in striving towards raising awareness for endangered animals across the world. We reach millions of children across China and give them the opportunity to obtain an understanding of the importance of these endangered animals and why they must be protected. We are delighted to have the The Chinese People’s Association for Friendship with Foreign Countries (“CPAFFC”) as a

sponsor for our Animal Paradise event and to have their assistance in reaching millions of children across China.”

**Website:** <http://en.cpaffc.org.cn/>

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**Enquiries:**

Live Company Group Plc

David Ciclitira

Tel: 020 7225 2000

Stockdale Securities Limited

Richard Johnson / Edward Thomas

Tel: 020 7601 6100

Shard Capital Partners LLP

Damon Heath

Tel: 0207 186 9950

W Communications, PR agency

James Porter

Tel: 07568 514 244

About the Company:

**Brick Live Group**

Brick Live is a network of partner-driven fan-based shows using BRICKLIVE-created content worldwide. It owns the rights to BRICKLIVE - interactive experiences built around the creative ethos of the world's most popular construction toy - LEGO®. BRICKLIVE actively encourages all to learn, build and play, and provides an inspirational central space where like-minded fans can push the boundaries of their creativity. Brick Live Group is not associated with the LEGO Group and is an independent producer of BRICKLIVE.

**Parallel Live Group**

Parallel Live was founded by David Ciclitira in 2015 and owns the rights to promote BRICKLIVE in the USA. It will be responsible for running and promoting those events. Including the location hire, event design, event construction, advertising and marketing, media planning, website design, event management, public relations and ticket sales, while Lego Systems, Inc will provide some of the content.

Website: [www.livecompanygroup.com](http://www.livecompanygroup.com)