



"DREAM COMES TRUE" AS LIVERPOOL FC COMPETITION WINNERS VISIT ANFIELD

Winner of MTPA /LFC 'Memories Last Forever' prize draw spent three nights in Liverpool and watched LFC take on Chelsea

The competition was opened to all Mauritians to win a trip to LFC's historic Anfield home, as well as return flights to the UK

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The winner of the national competition Memories Last Forever, run by the Mauritius Tourism Promotion Authority (MTPA) in partnership with Liverpool Football Club, visited Anfield recently for the LFC versus Chelsea Premier League clash.

Priyadha Saneechurry was selected out of tens of thousands of Mauritius-based entrants, and won a trip to the world-famous home of Liverpool Football Club, along with husband Nichal and son Nikhil.

The prize included return flights to the UK, three nights hotel accommodation, travel to and from Liverpool, and a daily allowance to cover additional expenses, including meals.

Recalling the day she learned that she was the lucky winner of the competition, Priyadha said: "I was working from home and I got a call from MTPA, and initially I thought it was someone doing a prank because it was hard to believe that I had won."

Husband Nichal said: "Priyadha told me 'I have a gift for your 50th birthday – a trip to Liverpool', and I thought she was joking. I've been following Liverpool FC since I was 10 years old, since I discovered football, so for me it was like a dream comes true."



Prior to the match, the Saneechurry family was taken on a tour of Anfield, including the Liverpool FC Museum. Priyadha said: "Nichal was so emotional when we were doing the tour. I saw his tears coming. To be at Anfield, it is like we are dreaming. It's wonderful to be here."

The free-to-enter Memories Lasts Forever draw was launched on August 1st last year to celebrate the reactivation of the partnership between MTPA and Liverpool FC, making Mauritius the Premier League club's Official Tourism.

The partnership sees Mauritius benefit from a range of LFC digital, social media and marketing assets in a boost to the country's goal of becoming a leading global tourist destination and business hub of Africa. As English football's successful club, and one of the best teams in the world, LFC has a huge international following, with hundreds of millions of fans across the globe.

Arvind Bundhun, Director of MTPA, said: "The 'Memories Last Forever' competition was enormously popular, and we are delighted that Mauritian citizens have had the opportunity to directly benefit from our partnership with LFC. Without a doubt, the winners have made some memories that will last forever."

LFC enjoys a massive following on the island and its International Academy, located at Côte D'or National Sport Complex, is thriving.

As well as being one of the top premier luxury holiday destinations in the world with one of the highest rates of return visitors, Mauritius is also one of the most business and investment friendly locations in the region.

The Government of Mauritius is committed to enhancing and expanding the image of Mauritius around the world and the impact of Covid-19 on the international tourism and business sector has only increased the importance of the country's international branding strategy, making the deal with LFC such a crucial and valuable one to the country.

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