



Reality TV Star and Acclaimed Regional Mexican Female Artist Chiquis Rivera Hosts Dress Cutting Event in Miami

Songstress proves that everything looks better cut in half by celebrating the “Cut Your Rate Plan In Half Event” by Sprint that provides unbeatable savings for customers who switch from Verizon and AT&T

Chiquis Rivera celebrated her nomination as the Regional Mexican Female Artist of the Year by hosting an event with Sprint and Samsung where a fashion designer cut her dress **live** in front of her biggest fans and transforming it into a work of art. The final dress design will be given away to a random fan via social media. Follow www.twitter.com/sprintlatino for more information.

Samsung and Sprint strive to provide the best products and services to its customers while also offering memorable experiences and connecting them even closer to their passions.

The Cut Your Rate Plan in Half Event by Sprint proves that everything looks better “cut in half” just like the discounted rate plans of customers who switch to Sprint from Verizon and AT&T.

The final video of the dress transformation will be posted Thursday, February 19.

Click here to view the teaser video:

https://www.youtube.com/watch?v=wtOlx61fj_Q&feature=youtu.be

For more information about Cut Your Rate Plan In Half, visit www.sprint.com/mitaddeprecio.

About Sprint:

Sprint (NYSE: S) is a communications services company that creates more and better ways to connect its customers to the things they care about most. Sprint served nearly 56 million connections as of December 31, 2014 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; leading no-contract brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Sprint has been named to the Dow Jones Sustainability Index (DJSI) North America for the past four years. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprintlatino and www.twitter.com/sprintlatino.

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