

# Barclays Woolwich launches the Woolwich Intermediaries Fantasy Football League



Released on: September 12, 2007, 8:22 am

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Industry: [Financial](#)

## **Press Release Summary: Barclays Woolwich in association with the Barclays Premier League launch the new Woolwich Intermediaries Fantasy Football League**

Press Release Body: **Barclays Woolwich** in association with the **Barclays Premier League** has announced the launch of a new **Woolwich Intermediaries Fantasy Football League** to coincide with the start of the new Football season.

The new **Woolwich Intermediaries Fantasy League** (<http://www.woolwichfootball.co.uk/>) forms part of a major new promotional campaign spanning the second half of the year which is designed to help **Barclays Woolwich** better engage with mortgage intermediaries (<http://www.woolwichintermediaries.co.uk/>) across the UK and represents a great way to sign up new intermediaries.

A **Woolwich** (<http://www.barclays.co.uk/mortgages/>) spokesperson said of the initiative, *"This is another way for brokers to experience **Woolwich** for the better. It is something different and because of our unique link in with **Barclays Premier League** we can offer some pretty special prizes."* They further commented, *"We have done a lot of work over the last 6 months in refining and developing our proposition which means we have lots of things to talk about – MAX,*

*our award winning and innovative products, improvements to policy and service and this gives Woolwich another reason to talk to those intermediaries who are not using us today."*

Information provided by brokers as part of the new promotional programme will be built into an e-crm database which will mean that **Woolwich** can capture the data to track how mortgage intermediaries engage with **Woolwich** and allow for better targeting for future products and offerings through email.

All mortgage brokers (<http://www.woolwichintermediaries.co.uk/>) who sign up to the free **Fantasy Football League** will have a chance to win 4 tickets to see a team of their choice, in addition to a host of prizes for the highest scoring Fantasy Manager of the Month and the overall Highest Scoring Winner.

From time to time the **Woolwich Intermediaries Fantasy League** may also offer a number of promotional spot prizes which will include Premier League related merchandise, Premier League tickets or other Premier League related prizes so brokers will need to look out to see how they can win on a regular basis.

For being the highest scoring **Woolwich Intermediaries Fantasy Football** player during the 07/08 **Barclays Premier League** season the prize for the lucky winner will be: A VIP experience to see the Premier League team of their choice including:

- **4 hospitality tickets to a Premier League team of their choice for 08/09 season**
  - **Transport to and from the venue by limousine**
  - **Overnight stay in a 4\* hotel (if applicable)**
- Behind the scenes at a premiership club which could include - stadium tour, dressing room visit,**
- **premiership merchandise, visit to Sky sports news area, ability to meet players etc. Elements may vary from club to club.**

Notes to editors

Brokers can find out more about how to sign up to the **Woolwich Intermediaries Fantasy Football League** through the **Woolwich** website, by receiving a registration email, through advertising on specific intermediary websites, obtaining information from IBM's and the IBC, as well as from a number of specific activities with national accounts on the sub leagues.

**Web Site:** <http://www.woolwich.co.uk/>

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