

Nectar points now available to Gala Bingo's online customers



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Press Release Author: [Gala Bingo](#)

Industry: [Entertainment](#)

Press Release Summary: Galabingo.com is set to join high street shops, online stores and service providers in offering Nectar points to bingo enthusiasts who play online.

Press Release Body: **Gala Bingo** is currently the UK's most popular bingo operator, boasting over 2.5 million members and 157 clubs across the country, with an additional 500,000 online members who share over £15 million in prize money every week. Now, since teaming up with **Nectar**, the largest customer loyalty programme in the UK, **Gala Bingo** are awarding their customers with two nectar points for every £1 spent playing bingo using their online gaming service.

Galabingo.com follow in the footsteps of the **Gala Clubs** who became a **Nectar partner** in June of 2007.

With 50% of British households owning a **Nectar card**, [Gala Bingo](#) now has access to an active collector base of millions of **Nectar collectors**, allowing a great opportunity to acquire new customers. **Nectar collectors** can collect points with well known brands and retailers on the high street, on the road, and also at home. Collecting points with several different retailers allows Nectar card holders' points

balance to add up quickly, with only 500 points needed to start spending on items.

For **Galabingo.com**, this new partnership with **Nectar** is being seen as an opportunity by the online [bingo game](#) operator to reward customers for their loyalty, with both companies looking forward to a productive working relationship.

Clive Cottrell, Head of Marketing at Galabingo.com said of the partnership: "***Gala Bingo's** clubs joined **Nectar** in June 2007, so we are building on an already strong partnership and extending the benefits. We are always looking for new ways to reward our customers and improve their **Gala** experience.*"

About [Gala](#) [Bingo](#)
Gala Bingo and **galabingo.com** are both part of the **Gala Coral Group**, Europe's leading gaming operator, which employs over 19,000 employees.

Gala Bingo is the UK's Number 1 bingo operator with over 157 clubs and more than 2.5 million members. Bringing alive a promise that it's 'the bingo that gets you buzzing', with each club dedicated to providing safe and friendly afternoon and evening entertainment.

Galabingo.com is an [online bingo](#) 'club' which offers, not only bingo, but chat and other fun games 24 hours a day, 7 days a week.

About **Nectar**
Nectar is a coalition Customer Loyalty Programme owned by **Loyalty Management Group**. Launched in the UK in 2002 it now has 50% of UK households signed up to earn Nectar points both on the high street and online.

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