

Rewards4Golf Reaches Milestone Membership Mark



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Author: **The JRW Group**

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One in seven regular golfers signed up to the UK's leading golf loyalty and rewards programme as Rewards4Golf welcomes its 200,000th member.

Rewards4Golf, the UK's leading golf loyalty and rewards programme which offers discounted and free golf equipment, has recently welcomed its 200,000th member. The landmark figure represents 1 in 7 regular golfers joining the scheme, and demonstrates its ever-increasing popularity amongst golfers in the UK who find the money saving initiative convenient, easy to use and rewarding.

The new 'part-payment' policy, which was introduced in 2011 has proved a huge success, allowing members to easily reap the rewards of the loyalty scheme. More than 250 retail partners and 5,000 high street outlets combine to provide Rewards4Golf members with an unrivalled opportunity to earn reward points. The simple process allows members to collect points through their everyday shopping and redeem their points for golf equipment through the exclusive golf retail partner Direct Golf UK or via the Rewards4Golf online redemption shop. With no loyalty card, points are added directly to the Rewards4Golf account as and when members use their debit and/or credit card.

"We're delighted with how Rewards4Golf has progressed, especially over the past 12 months where the benefits of the scheme have really

hit home with golfers across the UK," commented Ian Lancaster, Director, Rewards4Golf. "We're always looking for convenient ways for our members to rack up points, adding retail partners like TOTAL petrol, B&Q and Halfords. The part-payment has proved a great success too, with more golfers than ever seeing the benefit of the scheme."

Free to sign-up for at www.rewards4golf.com there are two main ways for members to earn points after registering a credit and/or debit card. The first way is to use the registered card at a Rewards4Golf retail partner on the high street. Secondly, online shoppers can access participating retailer websites through the matching links on the Rewards4Golf website, ensuring points are automatically credited to their account.

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Rewards4Golf: Launched in 2008, Rewards4Golf is the UK's leading golf loyalty programme. Members shopping with the programme's retail partners are rewarded with points, which can be redeemed for superb golf discounts off their next golf purchase with the programme's exclusive golf retail partner, Direct Golf UK or for free golf equipment and accessories through the Rewards4Golf redemption shop.

For more information please contact Gary Davidson at Professional Sports Group on 01276 858930 (email gary@profsparts.com).

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