

Pints Mean Points At Rewards4Golf.com



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Golfers can now pick up points when they're down the pub thanks to the latest partner to join the hugely successful Rewards4golf.com.



Greene King, which has more than a 1,000 pubs, hotels and restaurants across the UK, is one of three new high street retailers to join the scheme in the last month alone.

The Greene King Group has household brands that include Greene King pubs, Hardy's House Pubs and Old English Inns and the Hungry Horse pub and restaurant chain. They are also renowned brewers creating award-winning pints such as Abbot Ale and Old Speckled Hen.

Household names Austin Reed and Feather and Black have also signed up as retail partners giving members the chance to collect even more points in their everyday shopping.

“We’re delighted to have partners of the calibre of Greene King, Austin Reed and Feather and Black joining in the last month alone. They complement our existing high street partners and give our members even more chance to earn points while they shop, have a pint or a meal,” said Commercial Director Colin Whitehead.

Austin Reed has over 90 outlets in the UK selling classic womens’ and menswear and Feather and Black is the bed and bedroom furniture specialists with more than 30 stores across the UK.

The latest additions to the UK’s leading golfing loyalty scheme is yet further testament to the popularity of Rewards4golf.com, launched just over a year ago and now boasting over 80,000 members.

“As more and more household names join the scheme it is becoming even easier for our members to collect points and redeem them for the golf products they want,” added Colin.

And Rewards4golf.com has also announced it has just signed up 14 new online retail partners, including Interflora, Lloyds Pharmacy, Hallmark Cards, Cath Kidston and Tommy Hilfigger, giving members an even greater choice.

Launched just a year ago, the pioneering website enables golfers to earn points in their everyday shopping, is absolutely free and takes just one minute to sign up to.

Rewards4golf.com is the only specialist golf rewards scheme where members earn points for every pound they spend with some of the UK’s most popular retailers including Tesco, John Lewis, Littlewoods, Currys, Marks & Spencer, Halfords, Superdrug and Amazon.

They can also earn points when spending with some of the UK’s best known golf specialists including Direct Golf UK, Golfbreaks.com, Golf Care (a [golf travel insurance](#) provider), GreenFree and The Golfers Club, a provider of [golf insurance](#).

The scheme is the first of its kind anywhere in the world and its innovative technology means points are automatically collated whenever a registered credit or debit card is used with a participating

retailer – meaning the system is both environmentally friendly and hassle-free as there is no need to carry a separate loyalty card.

It takes just one minute to register a card online and is completely free. Members can earn points by shopping with more than 200 online retailers and around 3000 high street outlets. In addition, they can register more than one card to contribute to their points' tally, so they can even be rewarded when their partner, friends or family shop.

Anyone can sign up to the scheme at www.rewards4golf.com, where they can also browse the huge variety of rewards on offer and see the extensive list of participating retailers.

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