

## Cardholder numbers on the up and up

**Cardholder numbers on the up and up:** it was confirmed today that the number of Choose Abingdon cardholders on the loyalty scheme database has now broken through the 800 mark. Some of the new cardholders have been signed up by the Partnership Manager, at loyalty card stands that were set up for the Extravaganza and also at the Craft Fair in the market place last Saturday, but the vast majority have been signed up by retailers who are finding that customers are pleased to be offered a card and very willing to purchase one. Retailers who have sold high numbers of cards include Added Ingredients, Frennd and Co jewellers, Scuffs, The Shoe Shop of Abingdon, and the Gift Centre. Cards cost £3 and allow customers to collect points on their purchases which can be exchanged for gift vouchers at a value of £3, £5 and £10.

If you are a business considering joining the scheme now is the time to contact the Partnership Manager on [heather.brown@chooseabingdon.co.uk](mailto:heather.brown@chooseabingdon.co.uk) as a new group of businesses will be offered the opportunity to join in the New Year.

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