**For immediate release**

# With the Launch of a Ladies' Card Promotional Campaign Al Salam Bank Bahrain Celebrates Bahraini Women's Day

**Manama, Bahrain:** In celebration of Bahraini Women's Day, Al Salam Bank recently launched a 'Ladies Card' promotional campaign exclusive to the Bank's new and existing female customers that hold Al Salam credit and prepaid cards. The campaign offers amazing opportunities to win valuable prizes to customers who utilize their cards between 1st of December and 31st March 2021.

The Ladies Card promotional campaign features three different high-end prizes, including a 31mm Rolex watch, a Bvlgari bracelet, and a necklace from Al Zain Jewellery. Ladies that are currently Al Salam Bank customers will be eligible to qualify for the promotional campaign draws when conducting purchase transactions via both prepaid cards and credit cards issued by Al Salam Bank.

Speaking on this occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank-, revealed, "We are delighted to launch this exclusive promotional campaign for our female customers who hold either prepaid cards, Gold, Platinum, Signature, and Infinite credit cards. By offering these elegant signature prizes through this promotional campaign, we aim to express our gratitude and appreciation to all the Bahraini women and recognize their essential role across all fields. This campaign follows the existing promotional campaigns which are currently being run on credit and prepaid cards until the end of December, which offer the opportunity to win three cash prizes of US $10,000, alongside a grand prize of a half Kilogram of gold. We would like to invite all our customers to utilize their prepaid and credit cards associated with the aforementioned categories, whether shopping offline or online, to get a chance to win one of these valuable prizes."

Al Salam Bank's female customers who hold prepaid and credit cards are eligible to enter the raffle draw on a 31mm Women's Rolex watch, when spending BD 2,000 per month for a period of three months, an equivalent amount of BD 6,000 by March 31st, 2021. As for the draw on the Bvlgari bracelet, total monthly purchases to be eligible start at BD 1,500, a cumulative reach of BD 4,500 by the end of March 2021. Finally, to be eligible to enter the draw on Al Zain Jewellery's necklace, the spend required is BD 500 per month for a period of 3 months, reaching a total of BD 1,500 by the end of the promotional period on March 2021.

For more information on Al Salam Bank's range of credit and prepaid cards, please click the link below:
https://www.alsalambahrain.com/credit-cards/

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