Al Salam Bank launches campaign offering its credit and prepaid card holders the chance to win cash and gold prizes

- From 4 October to 31 December 2020, three Al Salam Bank credit and prepaid card customers will each win cash prizes of US $10,000.
- A grand prize of half a kilogram of gold is also up for grabs.
- The three cash prizes will be awarded to the customers who use their cards the most during each month of the promotional period.
- The grand prize will go to the customer who uses their card the most overall over the whole three-month period.
- The more you swipe your card, the higher your chances of winning.

Manama, 4 October 2020: Al Salam Bank-Bahrain (Al Salam Bank) has announced that three customers of its credit and prepaid cards will win US$10,000, while one customer stands to take home a grand prize of half a kilogram of gold. The prizes are part of a three-month campaign aimed at rewarding customers for card usage. The customer with the highest number of card swipes during each month of the campaign period (from 4 October to 31 December 2020), will be awarded one of the three cash prizes. The grand prize will be awarded to the customer with the highest overall number of card swipes over the whole three-month period.

All Al Salam Bank credit and prepaid card holders who use their cards during the promotional period will be entered into the prize draw. Each month's winner will be decided on the number of local, international and ecommerce swipes made during that month. In short, the more a customer swipes their card, the higher their chance of winning.

Moreover, the campaign will be supplemented with special offers from select merchants arranged through the Bank's strategic partner, Visa. These include exclusive raffle draws when using Al Salam Bank's credit and prepaid cards at key merchants amongst a wide range of discounts and other offers.

Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank-Bahrain said: "Throughout the Middle East, consumers have long demonstrated a preference for cash, even while other parts of the world have turned increasingly towards plastic and digital transactions. However, the ongoing COVID-19 pandemic has served as a catalyst for change, with consumers turning away from more physical transactions to avoid the spread of infection. Al Salam Bank has long been at the forefront of the regional shift in banking away from cash and towards digitisation, and above all are driven by the fast-evolving needs of the customers we serve. During this period of heightened caution, we are delighted to be able to offer our customers a safer, more secure and convenient means of making their purchases via their contactless cards. Moreover, we are delighted to be able to reward them for doing so. With the recent launch of our mobile banking App, customers can now top up or pay any outstanding amount due on their card more easily and conveniently than ever before."

The Bank has earned a reputation for its frequent and innovative campaigns aimed at rewarding its customers, ranging from highly preferential expected profit rates across its various investment account products to life-changing cash prizes, air miles and even luxury villas and cars. Recently, 22-year old student and Al Salam Bank customer Hussain Ali Al Qarooni won a full year's salary, to be paid at BD 5,000 per month. Mr Al Qarooni was followed closely on by Mr. Taki Mohammed Maki, who just last month was named the first winner of the Bank's Danat monthly grand prize of US$100,000.

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

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