Al Salam Bank Launches its FIFA World Cup Campaign

- Two winners will receive a cash prize, BD 2,000 each alongside an all-inclusive trip for two to attend a FIFA World Cup match
- Eligibility includes Al Salam Bank's Visa credit and prepaid card holders for transactions made locally, internationally, or online
- Marking Al Salam Bank's fourth promotional card campaign launched since the start of 2022

Manama, Bahrain - 16 August 2022: Al Salam Bank has launched its latest promotional campaign for its Visa credit and prepaid card holders, which will commence on the 14th of August to 21st of September, 2022. At the end of the campaign, two winners will be awarded with a fully paid trip for two to attend one of FIFA World Cup 2022 matches. The package includes airline tickets, hotel accommodation, transportation to and from the airport and the match, in addition to a BD 2,000 cash prize for each winner.

To enter the draw, credit and prepaid card holders will qualify once for every transaction made within the Kingdom of Bahrain, and twice for every transaction conducted internationally or via online platforms. In terms of eligibility, all transactions must be conducted during the campaign period.

Commenting on the occasion, Mr. Mohamed Buhijji, Head of Retail Banking at Al Salam Bank, said, "Al Salam Bank started 2022 with a strong portfolio of retail offerings, and we have since continued to launch several promotional campaigns throughout the year that cater to all segments of society. The FIFA World Cup Campaign gives football fans the dream opportunity of attending a World Cup match live. Launched as a gesture of thanks for our clients' trust and loyalty to Al Salam Bank, this campaign comes as part of our ongoing commitment to delivering on our promise of providing our clients with a transformative and rewarding experience."

The FIFA World Cup 2022 Campaign follows a series of successful promotional campaigns launched by Al Salam Bank this year, including a campaign where the top 100 highest spending clients get the chance to win a 3% discount on education tuition fees, and Al Salam Life Planning Account campaign which awards four winners a cash prize of BD 500. Additionally, the Bank launched its Danat Al Salam campaign which provides clients with the opportunity of winning prizes of gold simply by investing in their Danat savings account, or win prizes by sending cash as a gift through Al Salam's mobile application as part of its Danat eGift campaign.

For more information on the FIFA World Cup Campaign, utilize Al Salam Bank chat service on the Bank's website www.alsalambank.com, WhatsApp 17005500, or book an appointment at Al Salam Bank's virtual branch via the Skiplino App.

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