Al Salam Bank Launches "Back to School" Campaign to Encourage Education and Alleviate Burden of Academic Fees

- Rewarding clients with year-round prizes for tuition fees paid for kindergartens, schools, and universities inside Bahrain and abroad
- A chance to receive up to a 5% discount on fees paid using Visa prepaid and credit cards
- The year-round campaign caters to different payment plans across various educational institutes

Manama, Bahrain – 15 February 2023: Al Salam Bank announced the return of its "Back to School" campaign offering year-round prizes to reward clients who pay tuition fees for kindergartens, schools, and universities both inside and outside of Bahrain, while also receiving discounts on academic fees. In line with the Bank's efforts to promote education in the Kingdom and alleviate the financial burdens of pursuing academia across all levels, the initiative also aims to support young talent in the Kingdom.

Through this campaign, Al Salam Bank will offer its Visa prepaid and credit card holders the chance to receive up to a 5% discount on fees paid using these cards, in addition to more chances to enter the draw, the higher the academic fees. During the campaign, clients will also benefit from the various benefits offered by Al Salam Bank's Visa prepaid and credit cards, including loyalty points for certain banking transactions to be redeemed for a wide range of valuable prizes, receive exclusive offers and discounts available on the Bahrain Life platform.

Commenting on the occasion, Mr. Muhammad Buhijji, Head of Retail Banking at Al Salam Bank, said: " As part of our commitment to supporting the local community through impactful initiatives, Al Salam Bank continues to support fundamental service sectors in the Kingdom of Bahrain. The "Back to School" campaign reflects our efforts to accelerate the Kingdom's educational development by encouraging the pursuit of academic achievements and alleviating their financial burdens. We also aim to provide our esteemed clients with year-round prizes, exclusive discounts, and benefits. We urge all our prepaid and credit card holders to make use of this campaign and conduct all their academic transactions using their Al Salam Bank cards to increase their chances of winning."

For more information on the Campaign, please visit 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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