

Co-operative Financial Services



News Release

CLEAR CONSCIENCE FOR SHOPPERS WITH THE NEW CHRISTIAN AID CREDIT CARD

Supporters of the charity Christian Aid will be able to raise much needed funds for the fight against poverty by just spending on a new credit card launched with the help of The Co-operative Bank.

The new Christian Aid Visa Card – which will be available from 15 October 2003 - gives cardholders a real chance to put ethics into practice. The Co-operative Bank is the only UK clearing bank with an ethical policy that tackles issues such as human rights, corporate responsibility and global trade in line with Christian Aid's core values in the struggle to eradicate global poverty. The bank actively promotes fair trade and initiatives such as the Jubilee 2000 Drop the Debt Coalition in conjunction with Christian Aid and others.

With every Christian Aid Visa Card account opened, the charity will receive £15 pounds as well as a further £2.50 if the credit card is being used within six months. On top of that, Christian Aid receives 25p for every £100 spent on the card – finally everyone can shop with a clear conscience!

T h i s c o n t r i b u t i o n w i l l h e l p m a k e a h u g e d i f f e r e n c e t o
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d i s e a s e s .

Sheila Macdonald, Chief Operating Officer at The Co-operative Bank, said: "We are delighted to provide this new credit card on behalf of Christian Aid. With affinity cards like this everyone's a winner. The charity earn much needed funds, the Bank gains new customers and the cardholder has the satisfaction of supporting Christian Aid at no cost to themselves."

Christian Aid's Director Daleep Mukarji said: "This is an exciting initiative and offers Christian Aid supporters a great opportunity to make an ethical financial choice while making a valuable contribution to the charity without having to pay any extra. The money raised through the affinity card will help Christian Aid make a huge difference to the lives of thousands of people around the world."

For more information please visit www.christianaid.org.uk or www.co-operativebank.co.uk.

Ends

Notes to Editors:

1. The Christian Aid Credit Card will be launched on 15 October 2003. For each account opened, Christian Aid receives £15 as well as an additional £2.50 if the card is activated within six months. On top of that, Christian Aid gets 25p per £100 of the value of all purchases and balance transfers (but not cash withdrawals) made using the card or credit card cheques. For more information visit www.christianaid.org.uk or www.co-operativebank.co.uk
2. Christian Aid is an international development agency working with nearly 600 partner organisations in 48 countries worldwide to fight poverty and injustice. It works with some of the poorest communities, helping people irrespective of race, religion, culture or background to expose the scandal of poverty.
3. Christian Aid works on issues from HIV/AIDS, peace building, emergency response and sustaining livelihoods to trade and human rights. It also works in the UK, educating, lobbying and campaigning on the causes of global poverty. To find out more about Christian Aid's work and campaigns visit www.christianaid.org.uk
4. Christian Aid is a registered charity number 258003. To make a donation to Christian Aid please call 0845 7000 300, go to www.christianaid.org.uk or send a cheque payable to Christian Aid to: Christian Aid, FREEPOST, London SE1 7YY.

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October 2003