

THE CO-OPERATIVE BANK INCREASES AFFINITY WITH RSPB

The Co-operative Bank today (5 February) launched two new 'best buy' platinum RSPB credit cards that will raise funds for wetlands in danger.

New RSPB platinum credit cardholders will be given the choice of two repayment periods and interest rates. They can choose a card with a rate of 9.8 per cent APR, fixed until 30 April 2007 with a up to 46 days interest free credit, or a card which offers zero per cent per annum on balance transfers, fixed until 30 June 2002, with 59 days interest free credit. The rate then reverts to 13.9 per cent per annum. Both cards have no annual fee and will offer a minimum credit limit of £5,000. Applicants must be aged 25 or over, and have an income of at least £25,000 a year, and already hold a credit card.

The new RSPB platinum credit card is the latest link up between the Bank and the RSPB. The Bank currently issues standard and gold RSPB credit cards, and has raised in excess of £2m for the charity since 1999. The new card has an image of an Avocet, the symbol of the RSPB.

The Co-operative Bank will pay £18 to the RSPB for every new account opened, and will donate a further £2.50 if the card is used within six months. The RSPB will then receive 25p for every £100 on transactions and balance transfers to the card.

Sian Ralph, Affinity Card Manager at The Co-operative Bank, said: "With affinity cards, everyone's a winner. The Bank gains a new customer, the charity earns much-needed funds and the customer has the satisfaction of supporting their favourite cause at no cost to themselves.

"There has been criticism in the past that affinity cards are expensive. We believe that this new platinum credit card is highly competitive, offering a good deal for both the charity and the cardholder."

Michael Stone, Visa Card Marketing Manager for RSPB said: "RSPB visa card was the leading charity affinity card when it was launched in 1989. This platinum card, offering the customer a choice of interest free periods and rates of interest is a further ground breaking achievement for the RSPB and the credit card market"

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