

PRESS RELEASE

Pag-IBIG Loyalty Card now earns Peso Points at Puregold

Pag-IBIG Fund is beefing up its list of partners in its Loyalty Card Program. The Loyalty Card holders can now earn points and privileges when they shop at any Puregold supermarket nationwide, after Pag-IBIG Fund and Puregold Price Club signed an agreement to provide additional benefits to Pag-IBIG.

“We want to maximize the value of Pag-IBIG membership through the Pag-IBIG Loyalty Card. The project is our way of showing loyalty to our 16.4 million members, as it makes Pag-IBIG more relevant in the lives of Pag-IBIG members through benefits that they can enjoy more frequently. What we did was to tie up with private sector entities that can offer discounts and privileges to our Pag-IBIG members. One such benefit is earning Peso points on groceries that this partnership with Puregold will provide,” said Florencio O. Galang, Jr., Officer-in-Charge of the Office of the Vice President for Public Relations and Information Services Group of Pag-IBIG Fund.

Galang added that the Loyalty Card is also the best way for Pag-IBIG members to have their permanent Membership Identification (MID) numbers at hand because it will be printed on the card. As of July 2016, there are more than 2 million Pag-IBIG Loyalty Card holders in the country.

Pag-IBIG Loyalty Card holders will earn one (1) point for a minimum purchase worth P400.00 of any item, paid in cash or credit card, at any Puregold store. Each point is equivalent to P1.00 which they can use to purchase items at Puregold. Pag-IBIG Loyalty Card holders must have at least 50 points to use or redeem earned points at any Puregold store.

As of June 2016, more than 94,000 points were granted to Loyalty Card holders who shopped at Puregold.

Puregold has 260 outlets nationwide, offering a wide range of consumer products, furniture, and appliances.

Pag-IBIG members who are interested to avail of the Loyalty Card can proceed to the nearest Pag-IBIG Fund branch nationwide. Those who are employed can coordinate with their company’s Human Resources Department for enrollment kiosks to be deployed to their offices.

The Pag-IBIG Loyalty Card also provides additional benefits to Pag-IBIG members in the form of special discounts and rewards when they pay for medicine, groceries, tuition, fuel, travel, and many more at any of the 119 partner-merchants in the country.
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