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AARP Launches First-of-its-Kind Loyalty Rewards Program

Innovative Incentive-Driven Points Program to Reward Active Users of AARP.org with Virtual Currency Good Towards Products, Savings and More

WASHINGTON (March 5, 2014) – **AARP** today announced the launch of “**Rewards for Good**,” a first-of-its-kind loyalty program that rewards users of AARP.org for engaging with exclusive online tools and information that deliver meaningful impact to their lives. In support of AARP’s social mission of improving the lives of people age 50+, this innovative program is designed to reward AARP’s online users with points based on their level of online engagement with select self-improvement tools and content—a distinct contrast from the traditional loyalty programs that solely reward consumers based on monetary transactions. Points can be earned by participating in hundreds of activities designed to help users enrich their lives through smart saving, healthy eating, dating, retirement tips and so much more.

“We wanted to find a way to actively engage our online audience in activities that would have meaningful impact for them and their families, and Rewards for Good does just that,” said Sami Hassanyeh, Chief Digital Officer for AARP. “There’s no other program like this in the marketplace specifically aimed at the 50+ audience and these activities cover topics that matter most in people’s everyday lives. The more you learn, the more you earn, and users will see that there are hundreds of ways to earn points...and they add up fast.”

AARP’s Rewards for Good program provides immediate value to users who can redeem points earned for more than 200,000 rewards, including exclusive savings from select brands and local merchants. Additionally, points can be used towards live auctions that offer everything from iPads to gift cards, and sweepstakes entries that are used for the chance to win brand name prizes. Rewards for Good offers a genuine savings off of the lowest prices on everything from electronics to apparel. Participants can also use a combination of rewards currency plus a credit card payment toward the cost of the retail price of products and merchandise from more than 200 participating brands including Lacoste, Macy’s, Steve Madden, Kohl’s, Fossil and Dooney & Burke.

Anyone age 18 and over can participate in the Rewards for Good program by simply creating a free account at AARP.org and AARP members earn 50 percent more points for participating in activities. Rewards for Good is structured to ensure that there is active engagement tied to point accumulation and reinforces the promise that this program is committed to the “good” and well-being of each participant.

Visit www.AARP.org to register today.

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

MEDIA CONTACT

Michelle Alvarez
202-434-2555
malvarez@aarp.org
