

**30 December 2017**  
**London, UK**

## **The Gift Card Association launches #GiftBetter campaign for the industry**

*The campaign will offer opportunities to win free gift cards by sharing Christmas content on the GiftBetter sites run by the UKGCVA*

The UK Gift Card and Voucher Association (UKGCVA) has today announced the launch of its social campaign entitled '#GiftBetter.' The campaign will run on [Twitter](#), [Facebook](#) and [Instagram](#), giving consumers the opportunity to win free gift cards from well-known brands this Christmas.

Right through December, #GiftBetter will be asking its followers questions related to the holiday period. By tweeting, replying and sharing photos and video content, users will have the chance to win prizes from the UKGCVA's members including vouchers from M&S and two £500 gift cards from Thomas Cook.

Winners will be announced every day, throughout December.

This campaign coincides with the launch of the [UKGCVA's e-guide](#) for buyers and recipients of gift cards. This guide will provide useful information on gift cards, allowing users to make the most of their prize.

### **Gail Cohen, Director General of UKGCVA, comments:**

"The #GiftBetter campaign will add to the holiday spirit while also giving people a chance of winning a fantastic prize.

Consumer research has shown that over 55% of gift cards are redeemed at Christmas<sup>1</sup>. It's a perfect time for giving and spending gift cards, and we want to make sure that everyone has the best experience possible.

By combining valuable information that customers can use when buying or spending their cards, as well as opportunities for them to get involved and receive a fabulous prize, we hope to make gift cards an even more special gift this Christmas."

...ends...

### **Notes to editors**

<sup>1</sup> Research from State of the Nation '17 by UKGCVA

### **About UKGCVA**

The UK Gift Card & Voucher Association [www.ukgcva.co.uk](http://www.ukgcva.co.uk) was established as a trade body in 1991 to represent the key players in what is today a £6 billion gift vouchers, cards and stored value solutions market. It provides an information and reference point for both voucher & gift card suppliers and customers, and is at the forefront of the issues affecting the industry.

Its main objective is to raise the profile and usage of vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

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