



SEPTEMBER 2005

### **The Virgin Voucher – Unveiled at Call Centre Expo**

Virgin's newly re-branded incentives division and voucher product, The Virgin Voucher, will be revealed at Call Centre Expo.

The Virgin Voucher includes an impressive portfolio of redemption partners developed specifically to encompass those elements known to be the most effective motivators: wining & dining, theatre, music, travel – *excitement and adventure!* Redemption opportunities include: Virgin Active; Virgin Holidays; Virgin Atlantic; Virgin Experience Days, Distinguished Hotels; Le Manoir aux Quat' Saisons Hotel & Restaurant; LEGOLAND® Windsor and Theatre Tokens.

Andrew Johnson, sales and marketing director at The Virgin Voucher says: "The Virgin Voucher brings a different dimension to the business of incentives and motivation with a voucher that embodies the essence of the Virgin brand itself – fun, innovation and creativity".

The voucher portfolio also includes Virgin Megastores Vouchers – offering an extensive choice of music, videos, books and computer games. A reduced range is also available in selected smaller Virgin Megastores Xpress. Virgin Holidays Vouchers remain consistently popular, for promoters who want a more specifically themed voucher.

**-ENDS-**

**For further information, please contact:**

Jane Herbert or Tim Matthews

Pilot

Tel: 020 8948 8485

Email: [jane@pilotpr.co.uk](mailto:jane@pilotpr.co.uk) / [tim@pilotpr.co.uk](mailto:tim@pilotpr.co.uk)