

# Retail Gift Card Association



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**Retail Gift Card Association Announces Enhanced Membership Structure**

*Trade association will allow membership from an expanded group of companies, strengthening the association and its voice.*

Washington, DC, February 22, 2016 – The Retail Gift Card Association (RGCA) Board of Directors today announces an expanded membership opportunity. As the leading voice for the closed-loop gift card industry, RGCA will now invite non-retailer companies, who have a vested interest in the growth of our industry, to join the association.

RGCA will remain an association that serves the retail community, but will now have a broader base of support which allows for a stronger opinion about general closed loop gift card trends, research, fraud concerns, and potential impacts of proposed legislation just to name a few of the closed loop gift card impact items.

Timm Walsh, Vice President of Corporate Sales at Regal Entertainment Group and RGCA Board Chair understands the need to grow and evolve with the industry. “It’s critical in the ever evolving payment industry that we are represented by not only our core stakeholders, which are the Retailers, but also all of the other partners that are in one way or another tied to the overall success of the closed loop gift card industry. Together, representing a unified voice to address the many facets and challenges of the gift card industry, we will be stronger. The RGCA Board and staff are extremely excited and eager to continue our execution of our core values of the association, and with the additional power and involvement of these new membership categories, we feel this will help us grow and support our overall goals and objectives collectively.”

The new categories of membership are broadly referred to as Supporting Members and Distributor Members. Those companies that work in and around the closed-loop gift card industry and have a vested interest in the growth and protection of the industry are invited to join and get involved.

Changes to RGCA’s membership structure will take effect officially on March 20, 2016, in conjunction with the next regularly scheduled member meeting at the All Payments Expo in New Orleans, LA.

**About the Retail Gift Card Association (RGCA)**

The Retail Gift Card Association (RGCA) is a trade group whose mission is to promote the positive attributes of closed loop gift cards. The RGCA believes that educating consumers, retailers, media and legislative groups about the difference in prepaid products is paramount to ensuring a positive gifting experience. RGCA members abide by a code of principles which support consumer-friendly policies around the purchase, and redemption, of closed loop gift cards. For more information, visit us at [www.theRGCA.org](http://www.theRGCA.org).

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