



Announcing a New Resource for the Gift Card Industry

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The gift card industry never stops growing and evolving, and with these changes come valuable discussions across numerous platforms. Oftentimes, meaningful conversations occur in isolated settings. Yet the information and insights included in these exchanges have significant potential to benefit stakeholders throughout the industry.

Bringing together news, insights, resources, and collaboration opportunities in one centralized location will enhance knowledge sharing and strengthen our collective understanding.

The Retail Gift Card Association (RGCA) is connecting industry voices through this new, dedicated digital news and resources channel. Our new platform will serve as the definitive source for all things gift cards, credentialing the RGCA as the industry's preeminent thought leader and unifying force while inviting collaboration among other key stakeholders.

Why the RGCA is the Right Leader

As the recognized authority representing the retail gift card industry, the RGCA is uniquely positioned to lead this initiative. Our mission is to promote and protect the interests of the industry, and creating a centralized repository for information is a natural extension of that commitment.

By consolidating a wide range of content, from member-driven insights to trend and technology updates, we're not only streamlining access to critical information but also fostering a stronger, more connected community. This new channel will serve as a valuable asset for our members, partners, journalists, and consumer groups by offering a single destination for reliable and comprehensive gift card industry intelligence.

What to Expect

Our new digital channel will be a rich and dynamic resource, featuring a diverse array of content to keep the industry informed and engaged. Key features will include:

- **Expert Commentary:** Exclusive interviews and articles and guest submissions from allied organizations will provide a well-rounded view of the industry landscape.
- **Member Highlights:** A dedicated space for members to share their own news, including new product launches, research studies, and company announcements.
- **Media and Creative Assets:** A collection of media coverage featuring the RGCA, as well as brand-agnostic creative assets like b-roll and stock imagery for industry use.

A Collaborative Resource

This new channel is designed to be more than just a static information hub—it's a living, breathing platform that will grow with the industry. While the RGCA will consistently provide original content and updates, we're also inviting members and other stakeholders to actively contribute.

This crowdsourced approach ensures that the platform remains fresh, relevant, and truly representative of the entire gift card ecosystem. We want to ensure stakeholders from all corners of the industry are thoughtfully and effectively plugged in with each other.

Let's Work Together

The launch of this new digital channel is a significant step toward creating a more collaborative and transparent gift card industry. By breaking down silos and providing a unified space for information sharing, we can collectively work to enhance the value of gift card experiences for both consumers and businesses.