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Credit Union Members Receive Mobile Discounts through Member Loyalty Program

Woodbridge, VA, June 25, 2015 — Belvoir Federal Credit Union and Larky partnered to offer a loyalty program, called Belvoir Buck\$, that gives discounts from over 50 local and national merchants around metro DC to Belvoir Federal members.

Members are able to download the free app, available through the Apple App Store and Google Play, and automatically receive mobile alerts whenever they are located near a discount. This geo-targeting technology allows members to receive instant savings from participating merchants.

In addition to discount offerings, the app also provides users the ability to store images of store loyalty cards to track perks and benefits from over 2,000 membership organizations, such as AAA, AARP, zoos, museums, alumni associations, and others.

“Belvoir Federal is excited to offer this great benefit to members for free. By showcasing special discounts through a mobile device, our members are able to save money on the go and drive traffic into the merchant’s stores. It’s a win-win for everyone,” stated Jason Lindstrom, Belvoir Federal’s Chief Marketing Officer.

To learn more about the member loyalty program, visit www.belvoircreditunion.org/eservices/mobile-discounts/belvoir-bucks.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946 and named 2014 and 2015 Best Places to Work in Virginia. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

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