



Choice.

Rewards.

10 Reasons

why you'll earn more of both.



Buy your groceries, buy your gas – do what you normally do. Just do one thing different, **collect Choice Rewards® points** on your purchases and start earning money towards that trip you've always wanted to take!

Choice Rewards® are available through the Prairie Centre family of MasterCard® products. Go ahead and compare Choice Rewards® to other popular point & travel programs. We're confident you'll agree, "**Choice Rewards® is the better choice**".



1

*I can go, yes I can -
even in a catamaran!*

"The most flexible travel program around!"

The points you accumulate equate to dollars,
not miles. Those dollars can be used to book your
vacation – anywhere, anytime, any way you choose!



2

"No Black Outs – halleluiah!!!"

The dollars you
accumulate
through collecting
points can be
applied to non-
restrictive travel.
Book any time of
the year!

my calendars' open!



Even I can do this math!

3

"It's so easy to figure out."

With Choice Rewards®, you always know how much you've earned in travel. Every time you receive your monthly statement, it shows the points you've collected. Take your total points and multiply by 1%. That's the dollars you've earned in travel to put towards your next trip! For example, every \$10,000 you spend, you've just earned \$100 in travel.



4

"It adds up in hurry!"

You'll soon realize points can add up in a hurry. Over the course of a year, groceries, gas and many other consumer expenditures really add up to hundreds of dollars in travel for the average consumer. You spend the way you normally spend – just change the way you pay for it.

milk and bread = margaritas on the beach!

"Trains, Planes or Automobiles."

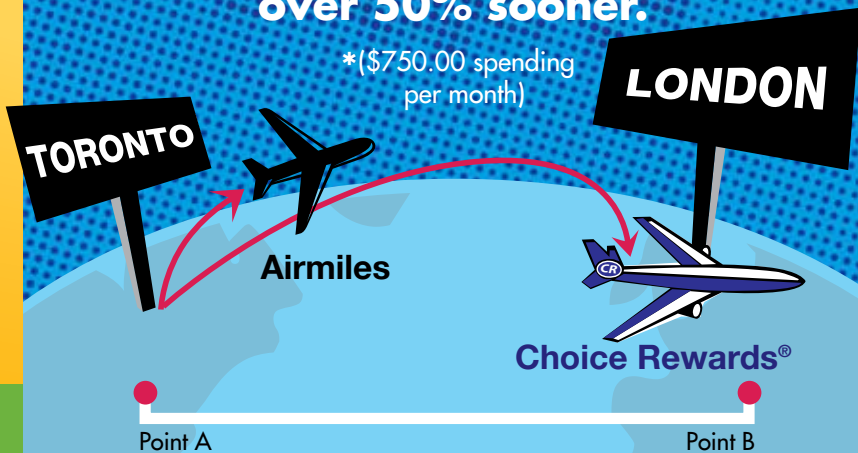
Book your travel with the Choice Rewards® travel agency for airfare, travel packages, bus tours, hotel rooms, train trips, and car rentals. When we say go when you want, how you want and where ever you want, we really mean it!

5

*Choices, choices...
first class it is!*

Same budget*, same trip.
**Choice Rewards® gets you there
over 50% sooner.**

*($\$750.00$ spending
per month)



"I can get in on SEAT SALES?"

6

Yes you can! As a matter of fact, take advantage of any type of reservation like cruises, tour packages and attraction packages. The professionals at the Choice Rewards® travel agency look for the best possible rates on your behalf because you have accumulated dollars, not miles.



*"Point" me to
the nearest beach!*



"I don't have
enough points
to go."



I'll go anyway. ha!

7

Don't let that stop you! Redeem the points you do have and book the rest of your trip on your Prairie Centre MasterCard® and earn points on the difference! So if you booked a trip worth \$500 and you have \$250 worth of Choice Rewards® travel, book the remainder of your trip on your MasterCard® and you just earned another 250 points! *Minimum 10,000 points must be redeemed for travel.



It gets even better!

8

"The extras please."

Explore the new Choice Rewards® Vacation Club – with recommended vacation packages, cruises and tours with exclusive extras for you, such as:

- a. **Room Upgrades** – a better view at no extra cost!
- b. **Shipboard Credits** – money for you to spend on board!
- c. **Optional Tour Vouchers** – enjoy extra tour highlights on us!



I can share what I receive.

9

**“Earn points towards
a good cause.”**

Redeem your points for charitable donations to the United Way or the Canadian Cancer Society. Tax receipts will be issued to you.

*Minimum 2500 points must be redeemed.

"Choice Merchandise!"

With your Choice Rewards® points you can also choose from more than 100 popular brand name items in our Choice Rewards® main catalogue or view online at

www.choicerewards.ca

The categories include kitchen, household, jewellery, bed and bath, personal care leisure, health and fitness, tool, toys, electronics and home entertainment.

10



So many choices!

With Choice Rewards[®], points really add up.
In one week:

MONDAY



Groceries
\$150 = 150 pts



Gas
\$60 = 60 pts

TUESDAY



Hair Cut & Color
\$70 = 70 pts



Lunch Out
\$15 = 15 pts



Oil Change
\$40 = 40 pts

WEDNESDAY



Flowers for
landscaping yard
\$45 = 45 pts



2 Grad Gifts
\$50 = 50 pts

THURSDAY



Prescriptions from
Drug Store
\$55 = 55 pts



Lunch Out
\$10 = 10 pts

**Am I missing
the point(s)?**

FRIDAY



Tickets to concert
\$50 = 50 pts



Supper Out
\$55 = 55 pts

SATURDAY



New
Appliance
\$45 = 45 pts



New BBQ
purchase for
Father's Day
\$350 = 350 pts

SUNDAY



Steaks for
the BBQ
\$40 = 40 pts

TOTAL

1035
pts

– OR –

2070
pts

with the
Platinum
Class®
Rewards
Card

In one year:

1070 points collected a week =
over **50,000** pts a year or **\$500** in travel!

or better yet

over **100,000** pts a year or **\$1000** in travel
with a **Platinum Class® Rewards Card!**
(2pts for every dollar spent)

Now you're getting somewhere!



There's more to see, more to buy and more to enjoy with Choice Rewards® – available through the Prairie Centre family of MasterCard® products.



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Prairie Centre
CREDIT UNION
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We are the people we serve.

www.pccu.ca

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