

# Barclaycard Announces Major New Partnership With Wembley Arena



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Barclaycard has announced a major new partnership programme with Wembley Arena. The partnership sees Barclaycard's 10.4 million UK customers gaining preferential access to tickets and onsite exclusive benefits at the world renowned venue.

Gary Twelvetree, Barclaycard's Global Brand Director said, "Wembley Arena is one of the best-known and respected venues in the British music business and for over fifty years it has played host to some of the greatest music acts of all time."

"So the opportunity to link our own customer benefit programme, Barclaycard Unwind with Wembley Arena was irresistible. This partnership is part of our wider involvement in the music and entertainment business alongside existing title sponsorships Barclaycard Mercury Prize and Wireless sponsored by Barclaycard. We have resisted the temptation to create another corporate rock venue, so Wembley Arena retains her brand status with 'A Barclaycard Unwind Venue' signoff underlining our commitment to providing enriched experiences for Barclaycard customers. As well as providing unique benefits for our customers, this partnership will allow us to showcase the latest payment technology such as contactless technology aimed at making payments simpler."

Wembley Arena has recently undergone a £36 million redevelopment programme by owners Quintain Estates and Development plc and forms the centrepiece of the company's substantial Wembley City redevelopment.

Quintain's James Saunders said "The decision by Barclaycard to partner Wembley Arena demonstrates the calibre of the venue and the strength of its brand amongst the music loving public. Wembley Arena sits at the heart of the Wembley City development, which brings together retail, leisure, residential and commercial buildings in a world class entertainment district."

Since its redevelopment by Quintain in 2007, the 76 year old arena has welcomed artists such as Madonna, Oasis, Bruce Springsteen, Kings of Leon, The Police, Fleetwood Mac, Arctic Monkeys and Beyonce , as well as hosting

sporting features such as Masters Snooker and TNA Wrestling and comedians including Lee Evans, Michael McIntyre, Eddie Izzard and Ricky Gervais. Upcoming acts booked for 2010 include Paul Weller, Michael Bubl , Eric Clapton, Steve Winwood, Biffy Clyro and JLS.

Wembley Arena is operated by Live Nation, the world's largest music promoter, John Drury, General Manager (Live Nation) of Wembley Arena said: "It is a great tribute to the history and iconic status of Wembley Arena that Barclaycard wants to partner with us. Artists love standing on stage saying "Hello Wembley", and music fans love the acoustics of the refurbished 12,500 seater venue and the convenience of its West London location. The alliance of Barclaycard Unwind, Live Nation and Quintain will help drive Wembley Arena to new heights."

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### **About**

### **Barclaycard**

Barclaycard, part of Barclays Global Retail Banking division, is a leading credit card and global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit cards and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

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