



Photo Release

08 November 2017



Pag-IBIG signs in Rusty Lopez as Loyalty Card partner

Pag-IBIG Fund recently added Rusty Lopez Footwear in its roster of partners for its Pag-IBIG Loyalty Card program. Pag-IBIG Deputy Chief Executive Officer (CEO) for Member Services Cluster Alexander Hilario G. Aguilar (3rd from right) and Rusty Lopez Marketing Manager Imelda T. Perez (2nd from right) signed the Memorandum of Agreement that will enable Pag-IBIG Loyalty Card holders to enjoy 10% or 20% discount for a minimum purchase of P1,000 or P3,000, respectively, on Rusty Lopez products in its 118 boutiques nationwide. Included in the photo were (from left): Pag-IBIG officer-in-charge of Member Services Branch (MSB) Operations in NCR North Fernando C. de Paz, Member Services Officer Jonathan R. Gonzales, Marikina MSB Head Lalaine A. Yang, and Loyalty Card Unit Head Sally C. Banal; and Rusty Lopez Human Resources Management Manager Ma. Luisa I. Para. *“The Loyalty Card program is one of Pag-IBIG’s initiatives to make the Fund relevant to our 17.55 million members. This aligns with the vision of President Rodrigo Roa Duterte and Housing and Urban Development Coordinating Council (HUDCC) Chairperson Eduardo D. del Rosario to extend social benefits to the Filipinos. Through our CEO Acmad Rizaldy P. Moti’s leadership, Pag-IBIG now has 205 Loyalty Card partners,”* said Mr. Aguilar. (END)

For Reference:

Florencio O. Galang Jr.
OIC-Vice President
Public Relations
and Information Services Group

PRESS RELEASE