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SFU Alumni Association teams with BMO to provide affinity credit card services

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The Alumni Association of Simon Fraser University and BMO Bank of Montreal have teamed up to launch a new affinity credit card that directs a percentage of credit card purchases to the development of alumni and student programs every time cardholders use the card. "This new program will provide our members with a convenient and powerful way to give back" said Janis Horne, executive director of the Alumni Association. "The valuable revenue generated by alumni participation in this credit card program will enable our association to continue providing quality programs and services for alumni, students and the university including scholarships and bursaries, lab equipment, legacy gifts, networking and career events and enhanced services like alumni lifetime email." "We are proud to add the Alumni Association of Simon Fraser University to our growing list of affinity partners" says Mike Kitchen, vice-president, retail cardholder products & marketing, BMO Bank of Montreal. "As Canada's largest MasterCard issuer, and the only credit card issuer that lets you change your card features without having to change your card, we think this new Mosaik MasterCard will appeal to a large number of SFU Alumni." "With the Alumni Association of SFU Mosaik MasterCard, alumni can customize their card at any time by choosing the reward program (AIR MILES or CashBack), interest rate plan, and special features that best meet their needs.

The Alumni Association of Simon Fraser University Mosaik MasterCard is now available at bmo.com/mosaik/sfu.