

UNITED SQUARE DANCERS OF AMERICA NEWS RELEASE



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For immediate publication for dancer awareness

Credit Card Program Terminated

At the winter meeting of the United Square Dancers of America (USDA) the Executive Committee terminated all efforts to obtain a new credit card program. The decision was mandated by the lack of support in obtaining Affiliate member dancer mailing lists. Mailing lists of dancers were absolutely essential to a new credit card program.

Much time and effort has gone into researching and contacting banks for an affinity credit card program. Only one proposal was received which required 60,000 names. Nearly all banks are now emphasizing individual reward cards, not affinity group cards.

The credit card program that ended on July 31, 2006 was in existence for almost twenty years and earned many tens of thousands of dollars. Half of these funds were shared with Affiliates to support local programs nationwide. The other half supported Youth and Handicapable programs spearheaded by USDA.

These funds were made possible by dancers supporting the Credit Card Program and will be sorely missed. One way Affiliates and dancers can help to replace these funds is to support the other USDA programs that provide a financial return to USDA. These include the Liability and Accident Medical Insurance Program, the Dancers On Line Shopping Mall, the Long Term Care Program and the Discount Prescription Drug Card. All programs may be accessed at www.usda.org or you may contact the USDA Information Officer, cited below.

USDA thanks the Affiliates and their dancers who have supported the Credit Card Program and looks forward to your continued support for the other programs that benefit Square Dancing nationwide.

Credit Card Chairman

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If you have a Credit Card Like this, something you need to know!



“ The United Square Dancers of America (USDA) is no longer receiving Royalties from active credit cards displaying the USDA Logo. Upon expiration of the current cards the bank will offer a new card which will not display the Square Dance logo. The new card also will not pay Royalties to USDA.”