



**Kent Canoes**  
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**Kent**  
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Dear Maidstone Canoe Club Member,

Kent Canoes has just launched a new Club Card for members of Maidstone Canoe Club.

The old scheme, which your club has benefited from, has been running for two years now and we know many of your members have enjoyed this extra discount. Can we offer a big thank you to all your members who have continued to support us so well – it is appreciated.

Although the old scheme has worked well it has relied on either club members producing a club membership card, or our staff members recognising individual members of your club. This has proved problematical for new club members and/or part time staff at Kent Canoes.

We have therefore decided to launch a new scheme offering the same benefits and more to your members. The scheme is based on us supplying your individual club members with their own Kent Canoes Club Card and your members filling in a simple “on-line” form for us.

We'd like to invite your club members to join the **new scheme** and benefit from the advantages it has to offer.

The cards will be issued to individual members of your club, and be valid for one year from the date of issue. They give a 15% discount off R.R.P. to individual members of your club. The discount applies to in store sales only, but if any members of your club need equipment sent out, they are welcome to give us a ring stating their name and address, and we can arrange this.

The Kent Canoes Loyalty Card also gives your club members the following benefits:

1. Dedicated priority mail outs on all our latest offers so your members will never miss out on a great deal.
2. Invitations to our demo days, trial sessions and social events.
3. Priority booking on our courses and trips.
4. Free advertising of second canoes or kayaks on our web site.
5. Priority notification of any demo boats/course boats we are selling before we put them on our web site!

The cards are absolutely free to club members.

How do you register for your Club Card?

All you need to do is sign up on-line at the following link and we will do the rest.

[http://www.kentcanoes.co.uk/spage-about\\_us-loyalty\\_card\\_sign\\_up.html](http://www.kentcanoes.co.uk/spage-about_us-loyalty_card_sign_up.html)

Thanks for your support and we look forward to seeing you at Kent Canoes or on the water in the near future.

Regards,

The Team at Kent Canoes.

***Proprietor: Grant Scamell B.C.U. Level 5 Coach***

***VAT: 619 1029 56***