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PruHealth And PruProtect With Vitality Announce Official Partnerships With Arsenal, Liverpool And Manchester City

PruHealth and PruProtect, the innovative health and life insurers, have signed three year agreements with a trio of top flight Barclays Premier League football clubs, in order to raise awareness of Vitality - the healthy living rewards programme, which encourages and rewards its members for living a healthy lifestyle.

The agreement will give new and existing Vitality members the chance to win money-can't-buy experiences and exclusive prizes; from signed merchandise, tickets to matches and stadium tours, to attending coaching clinics for children and matches in VIP style.

The leading lifestyle insurers and their parent company, Discovery, will be promoted in a variety of ways by the clubs, including pitch side advertising, branding of the medical staff's clothing and logo positioning on the women's team kits.

Neville Koopowitz, CEO of PruHealth and Vitality, said: *"We believe in the power of sport to help inspire people to live a healthy life, which is why we partner with leading sports figures, teams and events to help us spread the Vitality message. Our collaboration with some of the top teams in the country; Premier League winners Manchester City, runners-up Liverpool and FA Cup Winners Arsenal – is the latest move in our goal of changing the game when it comes to people's health."*

Vinai Venkatesham, Arsenal's Sales and Marketing Director, said: *"PruHealth and PruProtect with Vitality have an innovative approach which rewards its members who adopt a healthier lifestyle, and we will be helping them communicate these benefits to Arsenal and football supporters globally. Their approach of rewarding members, which we follow in our own Club membership scheme, positions them as true leaders in their sector and we are delighted to welcome PruHealth and PruProtect into our growing family of commercial partners."*

Billy Hogan, Chief Commercial Officer for Liverpool FC, said: *"We're thrilled to bring PruHealth and PruProtect with Vitality on board as the first new partner of the 2014/15 season. Their ambition to promote healthy and active lifestyles across the nation fits in well with Liverpool Football Club and the work we're doing in communities across the globe."*

Tom Glick, Chief Business Officer for Manchester City, said: *“We’re delighted to be partnering with PruHealth and PruProtect with Vitality. Having already seen the positive impact of the Vitality programme amongst our staff, we look forward to building that relationship further by helping them introduce Vitality to City fans and the wider football community over the coming seasons.”*

The football partnerships are the latest additions to PruHealth and PruProtect’s sponsorship portfolio, which includes associations with Vitality ambassadors Jessica Ennis-Hill, Jonny Wilkinson and Lord Sebastian Coe plus events such as The Vitality Run Series, The PruHealth World Triathlon London, Official Partnership to the UK’s Test Match Grounds and Sky News Sports bulletins.

Vitality members can find out more about the sponsorship at vitality.co.uk.



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Notes to Editors

The information contained in this press release is intended solely for journalists and should not be used by consumers to make financial decisions.

Vitality - the game changer for health and life insurance

Vitality is the healthy living rewards programme offered by PruHealth and PruProtect, that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

PruProtect and PruHealth with Vitality have partnered with a number of Vitality Ambassadors, Jessica Ennis-Hill, Sebastian Coe and Jonny Wilkinson, who are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

PruHealth and PruProtect with Vitality

PruHealth is one of the UK’s leading private medical insurers which have pioneered a new style of cover – Lifestyle Health Insurance. As well as providing first class cover and clinical care for when people are ill, it focuses equally on prevention and keeping people fit and healthy. It launched in the UK in 2004 as a joint venture between two large international financial services companies – Prudential plc and Discovery, a South African listed company operating in the USA, China and Singapore as well as the UK and South Africa. pruhealth.co.uk

PruProtect was launched in September 2007 as an extension of the joint venture between Prudential and Discovery. One of the fastest growing life insurers in the UK, it is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people’s efforts to look after themselves, PruProtect is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price. pruprotect.co.uk