



For Immediate Release
November 5, 2009

Contact:
VCT Media Relations
617-566-7055 ext. 215
media@vctcorp.com

New Industry Resource “ACTIVATE!” to Launch on November 12th

Boston, MA – November 5, 2009 – VCT Corporation (www.vctcorp.com), the private club industry’s leading communications solutions company announced today that it will be sponsoring “ACTIVATE!,” the new cutting-edge eMagazine dedicated to educating the Private Club Industry on member awareness and engagement strategies. Based on the fact that the key to successful club operations is member satisfaction and activation, this dynamic ePublication will provide examples on how today’s clubs can successfully “communicate-to-activate” their members.

“ACTIVATE!” will be a forerunner in its class, providing a well-rounded selection of insightful articles, case studies, best practices and rich media to enhance the overall reader experience and fortify the publication’s educational impact.

Stephen Ready, President and CEO of VCT commented, “We are proud to be sponsoring such a valuable industry resource that truly exemplifies the meaning of the word “Activate.” Our goal is to ensure industry professionals gain a deeper understanding as to how they can stimulate their members—whether it’s through more professional email communication, creative event conception, effectively increasing website traffic, or heightening the awareness around club events and promotions.”

With increasing competition for members’ time and attention in this modern world, clubs must broaden their knowledge and continuously apply new strategies for member activation, retention and loyalty. “ACTIVATE!” will be a valuable asset for club managers and staff, management companies, committees and boards, keeping them abreast of trends, news and industry events. With its contemporary aesthetic and enriching content, “ACTIVATE!” will be a highly engaging read for anyone with a vested interest in the success of the private club industry.

To sign-up for “ACTIVATE!” today, click here: <http://www.vctcorp.com/Newsletter.htm>

About VCT

VCT is a unique private club-centric member communications and marketing firm headquartered in Boston, Massachusetts. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to create long-term member engagement, loyalty, satisfaction and activation for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

For more information on VCT, visit us at www.vctcorp.com

For more information please contact VCT at media@vctcorp.com or 617-566-7055 ext. 215.

###