



For Immediate Release

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The Yale Club of New York City Enhances Membership Community with New ePublication

BOSTON, MA – April 20, 2011 – The industry’s leading member communications and relationship marketing firm, [VCT Corporation](#), today announced that it has been chosen as a strategic communications partner for The Yale Club of New York City. The recently launched *Yale Club of New York City eNewsletter* is the latest member benefit introduced by this historic Platinum Club of America facility.

Paying homage to the motto: “It’s Where You Belong,” *The Yale Club of New York City eNewsletter* reinforces this attitude through its content strategy and interactive features designed to continuously excite members about *the value of belonging*. Enriching lifestyle content, detailed event descriptions, upcoming deadline reminders, convenient links to full event calendars, personalized information about service benefits, and interactive photo galleries are just a few of the features that encourage participation and relationship-building across the club’s various member communities.

As a strategic communications partner, VCT will work with the club on an ongoing basis to produce and distribute the eNewsletter, plan effective content, and make calculated adjustments for maximum member engagement and return through advanced customization and personalized content.

Stephen Ready, President and CEO of VCT Corporation adds, “One of the most progressive clubs that we’ve seen to-date, The Yale Club of New York City is deeply rooted in tradition and it was very important for us to emulate that brand message in our execution of the eNewsletter. We are thrilled to have the opportunity to work with a club so centered on the satisfaction and engagement of its membership and are confident that through the launch of this member communications initiative, The Yale Club of New York City brand will be further enhanced — supporting the club’s efforts to grow member relationships, loyalty, and ongoing member activation.”

About VCT

VCT is a private club-centric, lifestyle-driven communications firm, with a focus on taking a relationship marketing approach to member communications in order to drive engagement, activation and most importantly – member loyalty. 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 achieve long-term success 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

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