



FOR IMMEDIATE RELEASE

MGM Resorts International’s Loyalty Program, M life Rewards, Takes Home Two 2018 Freddie Awards



MGM Resorts International executives from left to right: Jordan Salmon, vice president of Loyalty Marketing; Courtney Lapitan, Loyalty Marketing manager; Amanda Kilavos, executive director of Loyalty Marketing Strategy

[Click to Tweet: .@MGMResortsIntl @mlife takes home two 2018 Freddie Awards which honor the world’s best loyalty programs. Congratulations! #LivetheMlife](#)

LAS VEGAS (April 30, 2018) – For the third consecutive year, [MGM Resorts International](#)’s loyalty program, [M life Rewards](#), received the prestigious Freddie Award for “Best Promotion” for Holiday Gift Shoppe (HGS). This popular promotion gives M life Rewards members a unique opportunity to redeem HGS points for a holiday shopping spree featuring thousands of carefully selected, in-demand consumer products from the world’s most aspirational brands, provided by Rymax Marketing Services, INC.

In addition, representatives from MGM Resorts proudly accepted a second honor, the “210” Award for the Best “Up and Coming” Program, during the annual ceremony held this year in Seattle Wash. For The Americas, only three programs were multiple Freddie Award winners: Southwest’s Rapid Rewards, Marriott’s Marriott Rewards and MGM Resorts’ M life Rewards.

M life Rewards is a premier rewards program where members receive exclusive access, personalized offers, and special benefits for virtually every dollar spent at world-renowned destinations across the U.S. including Bellagio and ARIA in Las Vegas, MGM Grand Detroit, MGM National Harbor in Maryland and Beau Rivage in Mississippi.

“We are extremely proud to once again win the Freddie Award for Best Hotel Promotion as well as the ‘210’ Award because these are voted on by customers,” said Jordan Salmon, vice president of Loyalty Marketing for MGM Resorts. “This recognition of M life Rewards is an acknowledgement of our team’s commitment to providing members with one of the world’s most engaging loyalty programs.”

The annual Freddie Awards, first introduced in 1988, honor the world's best airline and hotel loyalty programs and loyalty credit cards in three geographic regions: The Americas, Europe/Africa or Middle East/Asia/Oceania. The awards have been widely recognized by frequent flyers and travel industry executives as the preeminent honor for travel loyalty programs. The goal of the Freddie Awards is to give voice to the frequent flyer, and this year a record 4.4 million travelers voted. The trophy is a symbol of excellence that can only be obtained by exceeding the high expectations of frequent travelers.

For more information and images, visit the [MGM Resorts Newsroom](#).

About MGM Resorts International’s M life Rewards

M life Rewards is MGM Resorts International’s premier rewards program. Members earn benefits for virtually every dollar spent at 17 world-renowned MGM Resorts destinations including [Bellagio](#), [ARIA](#), [Vdara](#), [MGM Grand](#), [The Signature at MGM Grand](#), [Mandalay Bay](#), [Delano Las Vegas](#), [The Mirage](#), [Monte Carlo soon to be Park MGM](#), [New York-New York](#), [Luxor](#), and [Excalibur](#) in Las Vegas; [Beau Rivage](#) and [Gold Strike](#) in Mississippi, [Borgata](#) in Atlantic City, [MGM Grand Detroit](#) and [MGM National Harbor](#) in Maryland. With just one card, M life Rewards members have access to experiential rewards, personalized offers and exclusive benefits such as special room rates, pre-sale entertainment tickets and dedicated lines. Preferred relationships, including Hyatt, Southwest Airlines, Royal Caribbean International, Avis Budget Group and MasterCard, extend the reach of M life Rewards for members throughout the world on land, air and sea. For more information, visit [mlife.com](#) or connect on [Facebook](#) or [Twitter](#).

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