Purpose Payment and Glory Glory Announce Strategic Partnership to Drive Growth, Fan Engagement, and Community Impact

A new model for payment in Athens: lower merchant costs, richer fan rewards, stronger community giving.

ATHENS, GA, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- Purpose Payment, a leading provider of innovative payment technology and business solutions, and Glory Glory, a premier organization dedicated to supporting University of Georgia athletics and its passionate fan base, today announced a strategic partnership that combines joint marketing initiatives, enhanced fan engagement opportunities, and advanced payment technology designed to create long-term value for both organizations and the communities they serve.

> We are excited to welcome Purpose Payment as a strategic partner. Their commitment to innovation, customer service, and relationship-building aligns perfectly with our mission."
>
> *Miles McClusky, Managing Director Glory Glory*

Through the collaborative use of Purpose Payments advanced payment technology and Glory Glory's connection to the University of Georgia's athletic programs, the two organizations will work together to expand awareness, create unique experiences for supporters, and develop new opportunities that benefit businesses, fans, and the University of Georgia community.

The partnership formed on the premise that, when local businesses save money, that value should flow back into the community that supports them. Purpose Payment's pay-by-bank technology eliminates costly credit card processing fees for Athens merchants, and this partnership channels those savings into fan rewards and local nonprofit giving.

Local businesses that join the program gain access to lower processing costs and a built-in audience of engaged UGA fans actively looking to support merchants who participate. Fans earn meaningful rewards for the purchases they're already making. And a portion of every transaction supports Athens-area nonprofits, turning everyday spending into a source of community investment.

"This partnership is about much more than payments," said Joe Koscik, COO of Purpose

Payment. "It's about creating meaningful opportunities for both organizations to grow together while delivering value to the Georgia community. By combining our technology, resources, and shared commitment to service, we believe we can create a unique partnership that benefits businesses, supporters, and fans alike."

"We are excited to welcome Purpose Payment as a strategic partner," said Glory Glory Miles McClusky, Managing Director. "Their commitment to innovation, customer service, and relationship-building aligns perfectly with our mission."

Through the partnership, the two organizations will work closely to identify new opportunities that enhance the supporter experience, increase brand awareness, and create sustainable value through collaborative programs and initiatives.

Both organizations view this agreement as the foundation for a long-term relationship built on innovation, shared success, and a commitment to serving the University of Georgia community.

About Purpose Payment

Purpose Payment is a technology-driven payments company that helps organizations simplify transactions, enhance customer experiences, and accelerate growth through secure, modern payment solutions. The company combines innovative technology with personalized service to support businesses, and community organizations across the United States.

About Glory Glory

Glory Glory is a fan site offering inside access to UGA athletics. Glory Glory provides its members exclusive content, events, and merchandise through its website gloryglorygeorgia.com.

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