

# PRESS RELEASE

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## **VERMONT FEDERAL CREDIT UNION WINS TWO DIAMOND AWARDS FOR OUTSTANDING MARKETING ACHIEVEMENTS**

**Burlington, VT – Vermont Federal Credit Union was recently honored with two Diamond Awards, which recognize the pinnacle of credit union marketing and business development achievements in the credit union industry.**

The awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of more than 1,000 credit union marketing and business development professionals. Awards were given in each of 34 categories ranging from advertising to community events and more. Judges evaluated entries based on strategy, design and production, creative concept, copy and communication, and results.

Winners were recognized at the council's 17<sup>th</sup> annual conference held March 21-24 in Washington, DC. Vermont Federal won Diamond Awards in the categories of - Internal Marketing Incentive and Radio (series). For the Internal Marketing Incentive

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category, Vermont Federal won a Merit Award for their August 2009 Internal ReWARD Checking Incentive. In the Radio (series) category, Vermont Federal won a Diamond Award for the Radio series known as the, “Big Bankin’ Blues”, which began running in February 2009.

Vermont Federal is a \$270 million financial institution, currently serving over 27,000 members. Members are part of a cooperative, meaning that they share ownership in the credit union and elect a voluntary board of directors. Vermont Federal Credit Union provides membership to anyone who lives, works, worships or attends school in Chittenden, Grand Isle, Lamoille, Franklin, Washington, or Addison Counties in Vermont. Vermont Federal Credit Union is committed to providing support to the communities that it serves and to make a decided difference in the lives of its members and other Vermonters.

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