

Contact:  
Lindsay Orange  
Marketing Supervisor  
Commonwealth Credit Union  
502.564.4775  
lorange@cwcu.org

## **FOR IMMEDIATE RELEASE**

### **Commonwealth Credit Union Wins National Award for Excellence in Marketing**

**Frankfort, KY (May 9, 2024)**- Email automation, a snow globe, and a philanthropy video. This might not mean much to most, but to Commonwealth Credit Union, those items mark three categories in which the credit union took home a Diamond Award, presented by the Marketing and Business Development Council of America's Credit Unions.

Commonwealth Credit Union took home the following recognitions:

- Email - Single or Series: New member email automation program
- Multifaceted (Miscellaneous: Holiday Snow Globe
- Video Non-Commercial- Single: Philanthropy Video

"These awards reaffirm the dedication of our team and our unwavering commitment to serving our members with an extraordinary experience," said Commonwealth Credit Union President/CEO, Karen Harbin. "This recognition also reinforces our belief that innovative marketing strategies aligned with our core values can truly make a difference in the financial lives of our community. We see this award not just as an achievement, but as motivation to continue pushing boundaries and setting new standards in the industry."

The Marketing and Business Development Council of America's Credit Unions is a member-led professional development organization focusing on the needs of credit union leaders. Their most prestigious annual credit union marketing competition, the Diamond Awards, recognizes and rewards creative excellence and outstanding results.

"We are absolutely delighted to honor Commonwealth Credit Union and the other 167 winners with this level of recognition," said Lesli Bishop, Diamond Awards Chair. "It's evident that these credit unions not only embody the spirit of the credit union movement but also propel it forward with their innovative approaches."

Commonwealth Credit Union's Marketing Team is no stranger to award-winning marketing and has been a consistent diamond award recipient, winning every year since 2014. They have also won awards for complete campaigns, membership marketing, a website redesign, and community events. To see a complete listing of Commonwealth Credit Union's awards, visit [www.ccu.org/awards-and-recognition](http://www.ccu.org/awards-and-recognition).

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Established in 1951, Commonwealth Credit Union currently serves over 125,000 members. Anyone who lives, works, worships, goes to school, or volunteers in one of 25 eligible counties in the Louisville Metro and Bluegrass Regions of Kentucky can bank at Commonwealth Credit Union.

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