



April 4, 2017
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For Immediate Release

RIO GRANDE CREDIT UNION HONORED WITH THREE CUNA DIAMOND AWARDS
FOR OUTSTANDING MARKETING, BUSINESS DEVELOPMENT ACHIEVEMENTS

Albuquerque, New Mexico. – Rio Grande Credit Union was honored to receive three Credit Union National Association (CUNA) Diamond Awards for their innovative 2016 marketing campaigns. These prestigious awards recognize exceptional marketing and business development achievements in the credit union industry.

With their “NM Roots” campaign serving as the creative focal point. Rio Grande Credit Union’s 2016 Annual Report won a Diamond winner for that category. The annual report highlighted the Credit Union’s accomplishments, financial soundness, and great innovations in 2015.

A strong radio spot earned the Credit Union a Diamond Award in the Radio – Single or Series category. The tone for Man Bun/Amino acids was a playful message that used adjectives typically associated with food such as; organic banking, holistic financial well-being, green credit cards, locally sourced deposits, and free range mobile banking.

The third Diamond Award was awarded to the Credit Union for its Cabezon Grand Opening Campaign. Rio Grande Credit Union opened their sixth branch in Rio Rancho, NM in August 2016. The campaign consisted of a ribbon cutting, community celebration, billboards, radio, and an opportunity for community members to win one of three \$500 Visa Cards.

“There was a considerable amount of strategy that went into creating these marketing campaigns to ensure they resonated with our target audience,” said Bill Daily, Vice President of Marketing and Member Experience. “It is a tremendous honor for CUNA to recognize Rio Grande Credit Union’s efforts among the other entries and validate the campaigns success.”

The award was presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are given in each of 30 categories ranging from advertising to community events and beyond.

Award winners were recognized at the council’s 24th Annual Conference held March 29-April 1 in San Antonio, Texas. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunacouncils.org/awards.

For more information about the products and services offered by Rio Grande Credit Union, visit riograndecu.org

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About Rio Grande Credit Union

Rio Grande Credit Union is a not for profit financial institution started by the City of Albuquerque employees over 60 years ago. Rio Grande Credit Union operates 6 branches throughout Albuquerque and holds over \$290MM in assets. The credit union was recently recognized as one of the healthiest financial institutions in New Mexico according to depositaccounts.com. Anyone living or working in Bernalillo or Sandoval County may join.

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