



PRESS RELEASE

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VERMONT FEDERAL CREDIT UNION RECEIVES DIAMOND AWARDS FOR OUTSTANDING MARKETING, BUSINESS DEVELOPMENT ACHIEVEMENTS

Burlington, VT – Vermont Federal Credit Union was recently honored with a Diamond Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

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.

Vermont Federal Credit Union won the Direct Mail category for its entry, titled **Home Equity Pre-qualification Mailing.**

“The credit union industry has no shortage of marketing and business development talent, but, as the name of the prize suggests, these professionals shine the brightest,” said Amber Scott, Chair of the CUNA Marketing & Business Development Council’s Diamond Awards Committee and VP Marketing & Communications at 1st MidAmerica CU. “Bold, inventive and fearless in the face of uncertainty, the 2017 Diamond Award winners inspire us to aim higher and try new approaches.”

Vermont Federal is a \$490 million-plus financial institution, with six locations currently serving over 36,000 members. Members are part of a cooperative, meaning they share ownership in the Credit Union and elect a volunteer 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 it serves and to make a decided difference in the lives of its members and other Vermonters. For more information about Vermont Federal Credit Union, call (888) 252-0202, visit www.vermontfederal.org, or find us on Facebook.