



FOR IMMEDIATE RELEASE
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SPIRE Receives State Accolades with Two Marketing Awards



SPIRE employees with the 2019 MnCUN Marketing Awards for Complete Campaign and Community Outreach

(L-R): Rachael Reiling, Bridget Petersen, and Lisa Lehman

Falcon Heights, Minnesota SPIRE Credit Union recently received two 2019 Marketing Excellence Awards from the Minnesota Credit Union Network (MnCUN). The program recognizes outstanding marketing and business development achievements within the Minnesota credit union industry.

The two awards recognized SPIRE for its new Visa credit card program that gives money back to the community, and its Kirk Cousins marketing campaign.

In March of 2019, SPIRE Credit Union launched an all-new Visa® card program with .25% of every credit card purchase directly benefiting causes supported by SPIRE. SPIRE gave back nearly \$175,000 in the first ten months of the program. SPIRE's new "Treasures Program" mission aligns with SPIRE's core action to give back. As members pay for everyday expenses like groceries, gas, and utilities, or unexpected expenses like car and home repairs, they are supporting a variety of causes including: animals, cancer, child wellness, Minnesota community outreach, financial literacy, homelessness, hunger, veterans, and more.



In June 2019, SPIRE Credit Union announced its multi-year partnership with Minnesota Vikings Quarterback Kirk Cousins. Known for being a positive role model in the football community, Cousins believes he and his family have a responsibility to be generous in impacting the world around them. The winning campaign featured Kirk on billboards, TV commercials, digital ads, social media, and more. SPIRE's tagline, Driven by Midwestern Values, served as a perfect theme for all of the creative.

"These awards exemplify everything SPIRE is about – giving back," said Dan Stoltz, SPIRE President/CEO. "Our marketing team should be commended for their continual efforts to bring to life SPIRE's purpose and mission."

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About SPIRE Credit Union: A full-service financial institution, proudly serving Minnesota and Wisconsin residents since 1934. SPIRE is committed to providing smart products, great rates and excellent service with a goal to improve the financial lives for both personal and business members. SPIRE has 20 branches throughout Minnesota. To learn more about SPIRE, please visit www.myspire.com.