



FOR IMMEDIATE RELEASE
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SPIRE Wins National Award for Food Truck



The SPIRE Food Truck Officially Launched July 2016

Falcon Heights, MN Officially launched July 2016, in SPIRE has broken ground with their Food Truck concept. Not only have they rolled out one of the first “reverse” food trucks in the credit union industry, they launched a SPIRE Food Truck competition, and corresponding reality TV show in the Twin Cities.

The SPIRE Food Truck recently garnered recognition from the Credit Union National Association (CUNA) Diamond Awards for Marketing Excellence. SPIRE was awarded Category’s Best in the Multifaceted category, a distinction not easily earned and given to only one credit union in each award category. Category’s Best awards are only bestowed for the best examples of creativity, innovation, relevance and execution.

The overall goal of the SPIRE Food Truck is to give back to the areas served, its membership, and engage employees in a fun and new experience. Throughout 2016, the Food Truck visited nearly 50 events throughout



the state. From the SPIRE night at the Ogilvie Raceway, to the Mears Park Food Truck Festival in Saint Paul, thousands of people were reached. SPIRE has merely scratched the surface on ways to give back to community with its Food Truck.

“You never know what SPIRE will do next,” says SPIRE President/CEO, Dan Stoltz, “Our staff is having so much fun with the new food truck. They love getting out and talking with people in our communities and SPIRE’S core values are deeply tied to giving back to our members and the communities they live in.”

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About SPIRE Credit Union: SPIRE Credit Union has been proudly serving Minnesota and Wisconsin residents since 1934, and is a full-service financial institution committed to providing smart products, great rates and excellent service for both personal and business members. SPIRE has 16 branches across the metro and throughout northern Minnesota.

About CUNA Marketing and Business Development Council: The CUNA Marketing and Business Development Council is a member-led organization comprised of more than 1,200 credit union professionals from across the United States. The Council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. The Marketing & Business Development Council is one of the six organizations that make up the CUNA Councils, a network of more than 6,600 credit union professionals.