ALTERNATIVES FEDERAL CREDIT UNION MARKETING WINS PRESTIGIOUS NATIONAL DIAMOND AWARD FOR "BEST IN CATEGORY: SOCIAL MEDIA"

FOR IMMEDIATE RELEASE

MADISON, Wis., and WASHINGTON (April 22nd) CUNA Marketing & Business Development Council celebrated Diamond Awards Week last week by announcing winners in 35 categories through a series of daily virtual award ceremonies. Turnout was outstanding for this year's award competition with 1,278 entries submitted. Six credit unions won Best of Show Awards, 86 won Category's Best Awards, and 264 won Diamond Awards.

"The Diamond Awards competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Amy McGraw, diamond awards chair and VP marketing/chief experience officer at Tropical Financial CU. "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance, and execution."

Alternatives Federal Credit Union took home a "Diamond Award and Best in Category for Social Media" for its portrayal of a wide variety of diverse member stories that featured and celebrated the role of the credit union movement and AFCU in the lives of its amazing members. Stories were requested from members (in their own words) and brought to life on Facebook and Instagram by **AFCU's head of social media and strategic digital communications manager** and ***Ithaca College alumnus*** **Grace Rychwalski**. In her speech, Rychwalski thanked AFCU's amazing members who agreed to tell their stories and be featured, the staff at AFCU, and the Marketing Department CMO. She concluded that she was "heartened" by the work done each and every day for members by a team of caring staff and a community invested in the credit union movement.

WATCH Grace Rychwalski, Strategic Digital Communications Manager at Alternatives Federal Credit Union, accept the award on behalf of AFCU: https://bit.ly/DIAMONDAFCU ***(at about 39.43 into the video)***

WATCH #ICU Day Video "Inspiring Hope for a Global Community"- https://www.facebook.com/watch/?v=742768056278192

About International Credit Union Day

Celebrated for the first time in 1948, this annual event raises global awareness for the credit union movement through outreach, volunteering, fundraising, and more. Credit Unions bring financial inclusion and a promising future to people all over the world. Last October's theme, "Inspiring Hope for a Global Community" held particular resonance because, "credit unions from across the world provide hope through financial services, education, and support...particularly in the ways that they advanced the lives of members during the economic uncertainty wrought by the COVID-19 pandemic," said Michelle Kamke, marketing projects manager at CUNA.

About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 120 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org.

About CUNA Councils

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas, and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are eight CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit cunacouncils.org

For more information about the Diamond Awards:

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