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FOR IMMEDIATE RELEASE

Leaders Credit Union Wins Prestigious Diamond Award for Internal Marketing Campaign

JACKSON, Tenn. **(April 8, 2026)** – Leaders Credit Union turned a complex system upgrade into a high-energy, employee-focused campaign that has received two Diamond Awards from the Marketing, PR, & Development Council by America's Credit Unions. The awards were announced at their 2026 conference in Denver, Colorado, where 181 credit unions were recognized from across the United States.

"We are proud to recognize Leaders Credit Union and this year's Diamond Award winners for their entries that deliver both creativity and results," said Lorrell Bellotti, Diamond Awards Co-chair and Chief Marketing Officer at Western Vista FCU in Cheyenne, Wyoming. "These entries demonstrate an understanding of the people we serve and strategic execution that delivers measurable impact."

Leaders was recognized for their internal campaign, Rock n' Roll Out the New Core, which they debuted for their core banking system conversion in 2025. This campaign focused on transforming traditional communication into a fun memorable experience by encouraging their employees as they went through a year-long change while they were still managing their usual day-to-day work. It not only won categories for Best Internal Campaign or Incentive Program, but it also won the Cut Award for the Most Edgy of all Diamond Award entries.

"What started as a creative theme became a powerful way to support our Financial Champions through change," said Leigh Anne Bentley, Chief Marketing Officer at Leaders Credit Union. "Rock n' Roll Out the New Core kept energy high, made communication stick, and helped our teams stay informed heading into conversion. I'm so proud of how our credit union showed up and delivered."

The year-long campaign kicked off at the beginning of 2025 during the all-employee Champion Summit and continued with monthly newsletters and awards to keep teams informed and recognized. Because Leaders' culture is a focus and so important internally, the campaign was designed to feel energizing, inclusive, and fun—not just informative. "Rodies" were selected in every location and department to keep energy high and make the experience fun, with each department even adopting its own band name along the way. The celebration concluded with a rock-themed Christmas party to close out the campaign.

To learn more about Leaders Credit Union, visit their website at leaderscu.com or stop by one of their branches.

About America's Credit Unions

America's Credit Unions is the unified voice for not-for-profit credit unions, representing more than 95% of the industry's assets and their more than 145 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to advance, empower, and protect credit unions and the people and communities they serve. For more information about America's Credit Unions, visit AmericasCreditUnions.org.

About Leaders Credit Union

Leaders Credit Union is a not-for-profit, member-owned financial cooperative based in West Tennessee. They have ten branches and a full-service E-Branch that serves over 85,000 members across West Tennessee. Their mission is to power your passion and make lives better. They believe everyone deserves a champion, and they want to be your financial champion for life. Leaders has been nationally recognized as one of the Top 100 Credit Unions in the Nation and is in the Top 10% Strongest Credit Unions in Tennessee. To learn more about Leaders Credit Union, visit leaderscu.com. Leaders is federally insured by the National Credit Union Administration.

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