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Delta Community Credit Union Receives Diamond Awards for Outstanding Marketing and Business Development

By karonna

Delta Community Credit Union, Georgia's largest credit union, was recently honored with several Diamond Awards, which recognize outstanding marketing and business development achievements in the credit union industry.

These awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of nearly 1,000 credit union marketing and business development professionals. Awards are given in each of 33 categories ranging from advertising to community events and beyond.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Sean McDonald, Chair of the CUNA Marketing & Business Development Council. "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. The Diamond Awards are not easily earned and the CUNA Marketing & Business Development Council is proud to honor those who are deserving of this recognition."

Delta Community Credit Union won in several categories for its marketing achievements. Winning submissions include:

• Diamond Award Brand Awareness: Switch Day 2011

• Diamond Award Television (single): Delta Community Credit Union "Dollhouse"

• Category's Best: 2010 Delta Community Annual Report

• Category's Best: Direct Mail (Single)

• Category's Best: Delta Community Credit Union Brochure Strategy

• Category's Best: Delta Community Credit Union "That's How We Roll"

• Best Use of Art & Color: 2010 Delta Community Annual Report

"We are honored to be recognized with seven Diamond Awards by the CUNA Marketing & Business Development Council," says Rick Foley, president and CEO of Delta Community. "We are proud of the work that our marketing team, in conjunction with Scout Marketing, has done this year specifically with our creative television advertisements, direct mail pieces and our Switch Day event, which encouraged the addition of 508 new accounts in a single day."

Award winners were recognized at the council's 19th Annual Conference held March 7-10 in New Orleans, LA. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

For more information about Delta Community and its products and services, visit www.deltacommunitycu.com; also, "Like" Delta Community on Facebook at www.facebook.com/DeltaCommunity and follow @deltacommunity on Twitter.

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About Delta Community Credit Union

Delta Community Credit Union is one of the largest financial institutions in Georgia. It was founded in 1940 and today serves the entire metro Atlanta area, including residents of the 11 surrounding counties and employees of top businesses, such as Delta Air Lines, UPS, Chick-fil-A and Racetrac. Delta Community is a state-chartered credit union organized under the Georgia Department of Banking and Finance, and its deposit accounts are federally insured through the National Credit Union Share Insurance Fund. It chooses to operate as a not-for-profit credit union so it can give back earnings to its customers and their local communities. Unlike a for-profit bank, Delta Community is owned by its customers, not individual or institutional investors. Customers become member-owners when they open and maintain an account.

About the CUNA Marketing and Business Development Council

The CUNA Marketing and Business Development Council is a member-led organization comprised of nearly 1,000 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. For more information, visit www.cunamarketingcouncil.org.

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