



**NEWS RELEASE**  
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## Meridian Trust Earns Diamond Awards for Outstanding Marketing Achievements

Cheyenne, WY—Meridian Trust Federal Credit Union’s in-house Marketing department was recently honored with six Diamond Awards, which recognizes outstanding marketing achievements in the credit union industry.



The awards were presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are presented in each of 29 categories ranging from advertising to community events and beyond.

Meridian Trust won in the categories of: Complete Marketing Campaign; two awards in the Brand Awareness category for both its “TV Commercial” and the credit union’s “New Mobile Branch”; the “Diamond in the Rough” category, which is awarded to the credit union that displays exemplary results and creativity within a limited budget; the Direct Mail category; and the Website category for Meridian Trust’s redesigned website.

Meridian Trust’s in-house Marketing Department is comprised of Ed Beckmann, Vice President; Crystal Adler, Marketing Coordinator; Sara Aquin, Web Content Specialist; and Krissy Jacob, Graphic Design Specialist.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Michelle Hunter, Chair of the CUNA Marketing & Business Development Council, and SVP of Marketing & Development at Credit Union of Southern California. "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."

Award winners were recognized at the council's 22<sup>nd</sup> annual conference held March 25-28 in Las Vegas, Nev. For more information on the Diamond Awards or to view the entire list of winners, go to [www.cunamarketingcouncil.org](http://www.cunamarketingcouncil.org).

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 6,400 credit union professionals. For more information, visit [www.cunacouncils.org](http://www.cunacouncils.org) or [www.cunamarketingcouncil.org](http://www.cunamarketingcouncil.org)

**Meridian Trust Federal Credit Union** provides financial services to more than 22,000 members, with Wyoming branches in Cheyenne, Lander, Rawlins, and Jackson, along with a branch in Scottsbluff, NE; and **PowerTrust** branches located in Casper and Rock Springs, WY. For more information, visit [www.MeridianTrustFCU.org](http://www.MeridianTrustFCU.org).