



NEWS RELEASE

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Meridian Trust Earns Diamond Awards for Outstanding Marketing Achievements

Meridian Trust Federal Credit Union was recently honored with five prestigious Diamond Awards, which recognize outstanding marketing and business development achievements in the credit union industry. Meridian Trust's in-house Marketing Department is comprised of Ed Beckmann, Chief Experience Officer; Shannon Helmuth, Assistant Marketing Manager; and Yinan Wang, Graphics Designer.

The awards were presented by the CUNA Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are given in each of 35 categories ranging from advertising to community events and beyond.

Meridian Trust Federal Credit Union won an award for the category of "Cutting Edge," which is presented to the credit union that best demonstrates and executes a one-of-a-kind, innovative marketing idea that generates impactful results and for thinking outside the box. Meridian Trust won another award for the category of "Multifaceted," which is presented to the credit union which reflects a creative approach to marketing. And the department won three separate awards for the category of

“Events,” which is presented to the credit union that creates and executes a special one-time event.

“It’s an honor to bring recognition to some of the best-of-the-best in credit union marketing and business development,” said Amy McGraw, diamond awards chair and VP marketing/chief experience officer at Tropical Financial CU.

“We’re proud to be able to execute the organization’s goals at a high level and winning these five Diamond Awards is an outstanding recognition for us and a high honor,” said Ed Beckmann, Chief Experience Officer at Meridian Trust.

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***Meridian Trust Federal Credit Union** provides financial services to more than 30,000 members, with Wyoming branches in Cheyenne, Lander, Jackson, and Rawlins, along with a Nebraska branch in Scottsbluff, and a Colorado branch in Wellington; and **PowerTrust** branches located in Casper and Rock Springs, WY. For more information, visit www.MyMeridianTrust.com.*