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May 3, 2018

Newfoundland and Labrador Credit Union (NLCU) Wins Three AIM Awards at 2018 MACU Awards

[St. John's] – Newfoundland and Labrador Credit Union (NLCU) was honored to take home three Achievement in Marketing (AIM) Awards at the annual Marketing Association for Credit Unions (MACU) Gala on April 30th in Toronto, ON. The AIME Awards recognize outstanding marketing achievements within the credit union industry over the past year.

NLCU received AIM awards in the *Brand and Brand Building* category for the "NLCU Branch Video" and in the *Radio* category for the "Acronym" campaign. Additionally, NLCU's television advertisements received an AIM award in the *Television* category.

Accepting the awards was Mr. Shannon Goodyear, NLCU's Director, Marketing and Communications. "It's always exciting to have our marketing efforts highlighted among the best and brightest in the financial industry," says Mr. Goodyear. "Receiving recognition gives our team the morale and vigor to keep coming up with award-winning campaigns and to produce expert marketing strategies."

The NLCU brand video was developed to highlight NLCU's status as a superior provider of financial services in Newfoundland and Labrador, with local decision-making and a commitment to member service and expert advice. The "Acronym" campaign highlighted NLCU's retirement products and services by using various playful interpretations of the common financial acronyms RRSP and TFSA. NLCU's television advertisements focused on showing the ways NLCU can help members achieve financial goals, from financing their small business to helping with the purchase of a recreational vehicle.

MACU was started in 1988 by credit union marketers and suppliers. Attracting entries from credit unions across Canada, the MACU Awards recognize the best and brightest achievements in credit union marketing, advertising and communications.

Newfoundland and Labrador Credit Union is a full-service financial institution with over 20,000 members and over a half billion dollars in assets. As the largest credit union in Newfoundland and Labrador, NLCU has 12 locations province-wide.

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