



**For immediate release**

April 3, 2014

For more information contact:  
Kristin Cates  
Digital Marketing Specialist  
Fox Communities Credit Union  
920-993-3792  
[kcates@foxcu.org](mailto:kcates@foxcu.org)

## **FOX COMMUNITIES CREDIT UNION RECEIVES DIAMOND AWARD FOR OUTSTANDING MARKETING, BUSINESS DEVELOPMENT ACHIEVEMENTS**

Fox Communities Credit Union was recently honored with a Diamond Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,100 credit union marketing and business development professionals. Awards are given in each of 29 categories ranging from advertising to community events and beyond.

Fox Communities Credit Union won the Community category (subcategory: Public Relations-One-time event) for its entry, "Lip Dub Contest." Fox Communities Credit Union teamed up with 95.9 KISS FM and Channel 2 WBAY in September and October of 2013 to provide an opportunity for kids at all area high schools to create a Lip Dub video that would help unify the students in teamwork, creativity and cooperation. The winning school, Green Bay Preble High School, was presented with the \$10,000 prize after a public vote.

"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 21st annual conference held March 12-15 in Orlando, Florida. For more information on the Diamond Awards or to view the entire list of winners, go to [www.cunamarketingcouncil.org](http://www.cunamarketingcouncil.org).

###

Anyone can join **Fox Communities Credit Union** if they live or work in the counties of Brown, Calumet, Kewaunee, Manitowoc, Oconto, Outagamie, Shawano, Waupaca or Winnebago County. Fox Communities Credit Union has been serving the community for over 75 years, employs 270 people and has an asset size of over \$965 million. Visit <http://www.foxcu.org> for more details.