



Belvoir Federal Credit Union

14040 Central Loop
Woodbridge, VA 22193

**Belvoir Federal Sparkles with Outstanding Marketing
Diamond Awards**

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Woodbridge, VA— Belvoir Federal Credit Union was recently honored with three Diamond Awards, which recognizes outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of more than 1,000 credit union marketing and business development professionals. Awards are given in each of 34 categories ranging from advertising to community events and beyond.

Belvoir Federal Credit Union won the award for the television (single) category for its 30 second ad promoting the credit union's service and commitment to its members; the electronic

marketing category for the microsite belvoircreditunionforme.org, a website that shares the story of the credit union and helps individuals determine their eligibility for membership; and overall the branding/corporate identity category for the interpretation and communication of the credit union's brand promise and message: "For everyday people. For Life."

"The Diamond Awards recognize the best-of-the-best in credit union marketing, advertising, and business development," said Anne Legg council chair and vice president of marketing for Cabrillo Credit Union in San Diego, Calif. "It takes hard work, imagination, and perseverance to be selected as a Diamond Award winner from 1,200 entries." Award winners were recognized at the council's 16th annual conference held March 11-14 in San Diego, Calif.

Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit our web site at

www.belvoircreditunion.org

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Branding/Corporate Identity



Television (single)



Electronic Marketing

