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FOR IMMEDIATE RELEASE

Marketing Department Wins 2010 CUES Awards

Woodbridge, VA, September 14, 2010 - In the 2010 Golden Mirror Awards (GMA) – a national competition that highlights marketing campaigns within credit unions – two of Belvoir Federal Credit Union’s very own were acknowledged for their talents. The Credit Union Executives Society (CUES), an international association for credit union executives that has provided quality professional development for the past 50 years, presented these honorary awards.

Belvoir Federal’s marketing specialist, Ken Worthey, received top honors for Point of Sale in the \$150-\$350 asset size category. The Point of Sale award relates to the credit union’s strategy plan to effectively advertise and communicate within its branch network. “We strive to make the most of member interactions by integrating clutter free, simple, and organized merchandising throughout our branches, which provides members an enhanced branch experience and staff with more cross-selling opportunities” Mr. Worthey stated.

Amy Shanks, the e-Marketing specialist and committee chair for the credit union’s B.E.A.M.S. (Belvoir Employee Appreciation & Morale Support) program, received an award for Staff Programs in all asset sizes. The category’s submission illustrated the copious activities, events, and “thank you” gifts that the internal group coordinated throughout the 2009 calendar year. “The committee worked diligently to produce both innovative and creative concepts that would boost their coworkers’ morale while staying within a restrictive budget,” Ms. Shanks expressed.

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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Pictured above (left to right): Ken Worthey (Marketing Specialist), Patricia Kimmel (CEO/President), and Amy Shanks (eMarketing Specialist).