

FOR IMMEDIATE RELEASE

COOSA VALLEY CREDIT UNION RECEIVES FOUR AWARDS FOR MARKETING EXCELLENCE



ROME, GA (**September 11, 2020**) – Coosa Valley Credit Union was recently honored with four MAC Awards in the marketing, advertising, branding and community engagement categories from the Marketing Association of Credit Unions, which recognizes outstanding marketing and business development achievements in the credit union industry nationwide.

CVCU received Gold Awards for Culture/Internal Branding, Community Engagement and Video Marketing and a Bronze Award for Outdoor Advertising. “It’s an honor to be recognized among our peers who all do such incredible work in the industry. Coosa Valley Credit Union has made great strides

with our brand and elevating market awareness, affinity, member loyalty and penetration in a highly-competitive market,” said Stephanie Graves, Vice President of Marketing for Coosa Valley Credit Union.

The Marketing Association of Credit Unions usually celebrates its MAC Awards at an annual conference, but this year, due to the pandemic, announced winners in 21 categories through a virtual awards ceremony. For more information on the MAC Awards or to view the entire list of winners, visit <http://www.macnetwork.org/awards/>.

About Coosa Valley Credit Union

Headquartered at 2010 Redmond Circle in Rome, GA, Coosa Valley Credit Union also has branches in Cartersville, Ringgold, Rockmart, Rome, and Cedartown and serves individuals and businesses in Bartow, Catoosa, Chattooga, Cherokee, Cobb, Dade, Floyd, Gordon, Haralson, Paulding, Polk, Walker and Whitfield counties. Learn more about CVCU at <http://www.mycvcu.org>.

About MAC

The Marketing Association of Credit Unions is credit union marketers helping other credit union marketers thrive, advance and succeed. MAC was founded over 30 years ago by business partners who recognized and acknowledged the intrinsic value of creating a space dedicated exclusively to fellow credit union marketers. MAC is more than an opportunity to exchange ideas, attend workshops and other professional development activities, and create and grow relationships — it's a community of peers and organizations that share a common goal: To achieve next-level credit union marketing results. Learn more at <http://www.macnetwork.org>.

###