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Northwest Georgia Credit Union Receives Top Honors by National Association

ROME, GA, March 17, 2014—Northwest Georgia Credit Union has announced that it recently received six national marketing awards from the Credit Union National Association (CUNA) at the CUNA Marketing & Business Development Conference in Orlando, FL. The credit union received top honors of Diamond Award in the categories of:

- Annual Report
- Membership Packets, Brochures & Booklets
- Mobile Website and App
- 3 awards for Complete Campaign

All of the awards pertained to NWGACU's marketing efforts using concept of *Un-banking. Unbelievable.* Northwest Georgia Credit Union was one of only three credit unions in Georgia to be selected for an award in any category.

The Diamond Awards, presented for credit union marketing and business development, feature 29 categories, ranging from direct mail and website marketing to public relations and financial education. Judges evaluated entries based on strategy, design and production, creative concept, copy and communication, and results.

Stephanie Graves, director of marketing, commented on the credit union's success. "We believe our success is due in part to our unconventional marketing and branding style. We focus on telling our story of the credit union difference by summing it up in the concept of 'un-banking'. The credit union experience is truly different, and part of that difference is our intense passion for financial education."

Northwest Georgia Credit Union is a not-for-profit, member-owned financial cooperative that serves consumers in the Floyd County area. Founded in 1961 by local educators, Northwest Georgia Credit Union now creates unbelievable, un-banking experiences by helping families and individuals from all industries with their personal finances. Learn more about NWGACU or access the NWGACU Media Kit at www.nwgacu.org.

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