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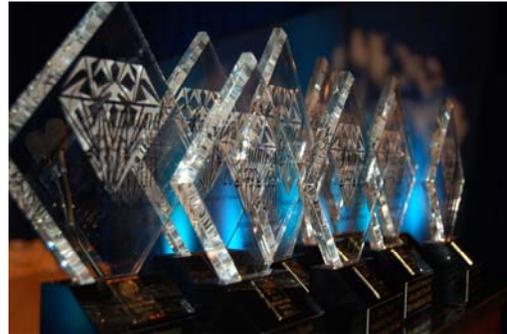
Northwest Georgia Credit Union Receives Top Honors by National Association

ROME, GA, March 29, 2011—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 Las Vegas, Nevada. The credit union received top honors of Diamond Award in the categories of:

- Financial Education
- Branding/Corporate Identity
- Television (Single)

An Award of Merit was received in the categories of:

- Radio (Single)
- Television (Single)
- Complete Campaign



Five of the six awards pertained to NWGACU's marketing efforts using concept of *Un-banking. Unbelievable*. The sixth award was in recognition of the credit union's *learn.grow.* financial literacy initiative, a proprietary program that includes local classroom financial education that supports Georgia Performance Standards, local workplace financial education, and education-based savings accounts. The classroom financial literacy program, which has experienced 480% growth over three years, was previously recognized in 2008 with the Desjardins Youth Financial Education Award.

Tiffany Greenway, director of marketing and strategy, commented on the credit union's success. "2010 was a banner year for Northwest Georgia Credit Union, and we believe our growth was 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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