

## MEDIA RELEASE

# PenFinancial Credit Union recognized for Marketing Excellence at National Conference

*“Who Cares?” Community Investors in Niagara Program  
wins Achievement in Marketing Award*

**Niagara – May 28th, 2014.** PenFinancial Credit Union was awarded with an **Achievement in Marketing Excellence (AIME) Awards** at the Annual Marketing Association for Credit Union’s (MACU) Conference on Tuesday, May 27<sup>th</sup> in Montreal, Quebec. This year’s awards attracted hundreds of entries from credit unions across Canada. The AIME awards recognize the best and brightest achievements in credit union marketing, communications and community relations through a variety of categories.

The Credit Union’s **“Who Cares?” Community Investors in Niagara** Program received the Achievement in Marketing Excellence award in the *Shoestring Marketing* category. **“Who Cares?”** was launched in July 2013 with the goal of publically recognizing outstanding volunteers whose unselfish acts of kindness and dedicated service to not-for-profit organizations or independent efforts are making a significant difference across Niagara communities.

“We are so proud to have received this prestigious National award”, noted Bob Watson, Chief Executive Officer of PenFinancial Credit Union. “I am especially proud that the **“Who Cares” Program** has made such a strong impression with credit union marketing leaders across Canada, but more importantly, how well it aligns to our Corporate Social Responsibility efforts by recognizing the many individuals across Niagara who are doing wonderful things to help make our communities strong.”

The Program closely aligns with PenFinancial’s brand by supporting their nurturing and caring brand principles. The credit union’s unique, modest and genuinely caring approach to the way they do business is translated into the **“Who Cares?”** program by inviting local residents to nominate friends, neighbours, colleagues and family members.

Since the launch of the Program, the credit union has received over 30 **“Who Cares?”** nominations and continues to encourage nominations throughout the year. Every month two new nominees and their good works are featured on the credit union’s website and social media sites as well as on Cogeco Cable 10.

For more information contact:

Jody Vizza  
Marketing Manager  
PenFinancial Credit Union  
Office: 289-820-944 ext 233  
Cell: 905-401-6509  
Jody.vizza@penfinancial.com

*PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 6 branches serving over 15,000 members, PenFinancial delivers a full range of financial services and advice tailored to meet every member's needs. Membership is open to anyone looking for a financial institution that provides superior service and reinvests in local communities to help build a stronger and more vibrant Niagara.*