

FOR IMMEDIATE RELEASE
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**POWER CREDIT UNION RECEIVES CATEGORY'S BEST AWARD
FOR OUTSTANDING MARKETING, BUSINESS DEVELOPMENT ACHIEVEMENTS**

PUEBLO, CO – Power Credit Union in Pueblo, CO, was recently honored with a Category's Best Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,100 credit union marketing and business development professionals. Awards are given in each of 29 categories ranging from advertising to community events and beyond.

Power Credit Union won the Category's Best Award for their website redesign. The goal of the redesign was to improve user experience while also maintaining a modern and professional feel.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Michelle Hunter, Chair of the CUNA Marketing & Business Development Council, and SVP of Marketing & Development at Credit Union of Southern California. "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance, and execution. The Diamond Awards are not easily earned and the CUNA Marketing & Business Development Council is proud to honor those who are deserving of this recognition."

Award winners were recognized at the council's 21st annual conference held March 12-15 in Anaheim, CA. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

For more information about Power Credit Union, please visit www.powercu.org

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About Power Credit Union

Serving Pueblo, Pueblo West, Fremont, Chaffee, and Las Animas County residents, Power Credit Union is committed to providing exceptional service and value to their membership. Power offers free checking options and competitive loan products such as home, auto, and personal. Power Credit Union is highly engaged in the community and is involved with the United Way, Colorado State University-Pueblo, March of Dimes, Orchard of Hope, and Relay for Life. For more information or to become a member visit their website at www.powercu.org

The CUNA Marketing and Business Development Council is a member-led organization comprised of more than 1,100 credit union professionals from across the United States. The Council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. For more information, visit www.cunacouncils.org or www.cunamarketingcouncil.org.