



**Media Contact:**  
Alexandria Resetar  
Marketing Specialist  
Office: (717) 591-1285  
aresetar@americhoice.org



## **FOR IMMEDIATE RELEASE**

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### **AmeriChoice Federal Credit Union Wins Two CUNA Diamond Awards for Excellence in Marketing**

AmeriChoice Federal Credit Union has announced that it has won two Diamond Awards from the Credit Union National Association (CUNA) Marketing and Business Development Council. AmeriChoice was named as the “Category’s Best” winner in the “Brand Awareness” area and was also recognized as a winner in the “One Time Event” group.

CUNA’s Diamond Awards recognize excellence in marketing and business development in the credit union industry. AmeriChoice competed against the country’s largest credit unions.

AmeriChoice’s brand awareness campaign focused on highlighting local charitable organizations shared on social media through a variety of local “influencers”. Each “influencer” received a box of branded goodies in a Valentine’s theme to “share the love” and tag an organization along with AmeriChoice so that the credit union could highlight the charitable organization as well as provide a donation in the “influencer’s” name.

The One Time Event recognized was AmeriChoice’s December 2021 Visit with Santa, a free event for all local children. The event was designed to provide a special experience for families at absolutely no cost, where children had the opportunity to visit with Santa and participate in other seasonal activities. The event was also designed to allow for early special hours for those families with compromised immunity or special needs.

“AmeriChoice is committed to being a vital and visible catalyst of community growth through member empowerment. It is an honor to be recognized by CUNA for our efforts in brand awareness and community events, as both provided an opportunity to share the credit union difference with our current members and the community,” said Brittney Monteith, Vice President of Marketing at AmeriChoice.

The CUNA Diamond Awards recognize and award the creativity of credit union marketing and celebrate the results that come from the various projects, campaigns and events that credit unions

across the country spend countless hours on each year. The competition is the most prestigious for excellence in marketing and business development in the credit union industry.

The awards were presented at the conclusion of the CUNA Marketing and Business Development Conference earlier this month at the Westin Bonaventure Hotel in Los Angeles, California.

For more information about the Diamond Awards, [click here](#).

#### About AmeriChoice Federal Credit Union

AmeriChoice Federal Credit Union is a full-service financial institution serving people who live, work, worship, or attend school in Adams, Cumberland, Dauphin, Lebanon, Perry or York counties in Pennsylvania. With over 14,500 members and assets exceeding \$262 million, the credit union's mission is to inspire financial success through education, personalized service, and innovation. For more information, visit [americhoice.org](http://americhoice.org).

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