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For more information

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Community South Wins Three National Marketing Awards

Chipley, FL (March 2022) – Community South Credit Union (CSCU) was recently honored with three national Diamond Awards from the CUNA Marketing & Business Development Council for their Community Keepers Award Program, the new Good Natured Foundation logo, and the “Clear as Mud” auto loan campaign.

The Diamond Awards recognize credit unions of all sizes for their excellent marketing initiatives from the previous year. Awards are given to recognize achievements in 35 categories ranging from product advertising to community events and beyond.



The **Good Natured Foundation logo** received a Diamond Award for the logo category. The Foundation logo combines the CSCU fish icon with a heart to symbolize the big-hearted members who serve as Good Samaritans every day to support the community. The blue and green color palette and

the “earth” shape represent the goal to do good in the world.

The **Community Keepers Award** received a Diamond Award for the ongoing event category. This program was created to celebrate local first responders who go above and beyond to make our hometown a safer place to live, work and play!



The **“Clear as Mud” auto loan campaign** received a “Category’s Best” Award for the complete campaign category. This campaign juxtaposed a messy afternoon of mudding with clear, affordable auto refinance terms and a transparent approval process.

Community South CEO, Jan Page, said, "We are proud to see our marketing efforts recognized nationally amongst our peers. These three initiatives - Good Natured Foundation, Community Keepers Awards, and our low-cost auto refinance program - each showcase, in their own way, our commitment to the 'People Helping People' philosophy in action."

View all of the 2022 Diamond Award winners [here](#).

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About Community South Credit Union

Established more than 60 years ago, Community South is not-for-profit, owned and operated by the members we serve. Community South was founded with the promise of "people helping people." From the moment we opened our doors, that guiding principle has been apparent in everything we do, from the accounts and loans we offer, to the personalized attention we provide. Community South has grown to \$185 million strong in assets with more than 13,000 members. Membership is available to those who live or work in the following counties: Gadsden, Liberty, Calhoun, Holmes, Jackson, Bay, Okaloosa, Walton, and Washington Counties. Communitysouth.net

About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org.

About CUNA Councils

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas, and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are seven CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit cunacouncils.org.