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**CommunityAmerica Credit Union Announces “Unbelievable” Marketing Campaign**

*The Campaign will Focus on “Everyday Unbelievable Moments” and feature*

*Chiefs Quarterback Patrick Mahomes*

**Lenexa, Kan. (08/27/2021)** – Today, Kansas City-based CommunityAmerica Credit Union announced “Unbelievable” as their new marketing campaign.

“The unbelievable moments we’re creating in these spots represent moments in life that feel extraordinary, delightful, surprising and rewarding,” said CommunityAmerica Chief Marketing & Strategy Officer Whitney Bartelli. “Moments when your experience feels even better than you expected it to be. Our goal in highlighting these everyday unbelievable moments is to create a relatable analogy of what it feels like to bank with CommunityAmerica. We hope this new campaign will not only make people smile, but will also offer a taste of what it feels like to be a CommunityAmerica member.”

Two TV commercials and new radio spots, created in partnership with CommunityAmerica’s agency of record, Cactus, will debut as a part of the campaign with Kansas City Chiefs quarterback Patrick Mahomes narrating both and featured in one. Both commercials will air tonight during the Chiefs final preseason game on KSHB. They are also available for viewing at [CommunityAmerica.com/Unbelievable](https://www.communityamerica.com/why-communityamerica/credit-union-advantages) and CommunityAmerica social media channels ([Facebook](https://www.facebook.com/CommunityAmerica/), [Instagram](https://www.instagram.com/p/CTFeRrZBMs9/)). Throughout the campaign, there will be opportunities to win “unbelievable” prizes on CommunityAmerica social media and within branches across Kansas City.

**About CommunityAmerica Credit Union**

CommunityAmerica Credit Union is a full-service financial institution with more than 260,000 member-owners nationwide and more than $4 billion in assets, ranking it among the nation’s 100 largest credit unions. Based on deposits, CommunityAmerica is among the top 10 Kansas City-based financial institutions and the #1 ‘Best Place to Work’ in Kansas City, named by the Kansas City Business Journal in 2020. There are more than 30 CommunityAmerica branches in the greater Kansas City metro area, and one in St. Louis.

CommunityAmerica serves individuals and businesses, providing a full suite of financial products and services ranging from checking and savings to a variety of loan products to commercial banking. They also offer wealth management, retirement planning, private banking and insurance. CommunityAmerica is among the top mortgage providers in Kansas City based on loan volume. Its commitment to state-of-the-art technology enables a seamless banking experience for members, whether banking in branches or remotely. As a not-for-profit financial institution, CommunityAmerica offers highly competitive rates on deposits, loans and fees with fewer, lower or none at all. Other convenient products and services include Sunday hours, a network of more than 30,000 ATMs, 24-hour online banking and a top-rated mobile banking app. Want to become a member? You simply need to live in the Kansas City metropolitan area or have family members who do. For more information, visit www.communityamerica.com.

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