



FOR IMMEDIATE RELEASE

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Redwood Credit Union Wins Industry Marketing Awards

RCU Marketing Department recognized for excellence in four categories

Santa Rosa, Calif. – Redwood Credit Union (RCU) recently received four Diamond Awards at the annual Credit Union National Association (CUNA) Marketing & Business Development Council conference—this year held virtually.

Considered the most prestigious annual credit union industry competition, the Diamond Awards provide national recognition of creative excellence and outstanding results. RCU's Marketing Department was recognized in four categories, including:

- **Membership Marketing:** for “[10 Great Reasons to Switch to a Credit Union](#)” campaign
- **Outdoor:** for “Bank at Home or On the Go”
- **Website:** for [Redwood Credit Union Auto Services](#) website redesign
- **Video (Non-Commercial):** for “[Enjoy Convenient ATM Access](#)” video

“We are honored to be recognized for doing the work we’re passionate about—sharing the power of joining a credit union,” said Erica Dias, RCU’s Senior Vice President of Marketing, Communications & Market Analytics. “Getting the word out about lower fees and higher savings rates, and helping people understand the benefits of joining a financial cooperative, which in turn helps them live better lives, is what drives us every day.”

RCU is one of only two credit unions in the nation that has its own auto sales lot and concierge service. They redesigned their RCU Auto Services website to make it easy for people to trade in or sell their car, apply for a loan, and find a new, affordable ride. They’ll even deliver.

“Reliable transportation is a key component of financial wellness,” said Tom Ausdenmoore, General Manager of RCU Auto Services. “Multiple teams came together to design a new site that makes it easy to search inventory and choose a car that works within budget, all within a haggle-free environment. Making it possible to get a car and loan together is just another way RCU delivers convenience.”

About Redwood Credit Union

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. RCU offers complete financial services including checking and savings accounts, auto and home loans, credit cards, online and mobile banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through CUSO Financial Services L.P., and insurance and auto-purchasing services are also offered through RCU Services Group (RCU's wholly owned subsidiary). RCU has more than \$6.7 billion in assets and serves more than 385,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit redwoodcu.org, or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

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