



FOR IMMEDIATE RELEASE

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Contact: Deidre Davis  
Chief Marketing Officer  
517-333-2424 ext. 7877  
deidre.davis@msufcu.org

## **MSUFCU Named Michigan Best and Brightest in Wellness® Winner**

EAST LANSING, Mich. — MSU Federal Credit Union (MSUFCU) has been named a Michigan Best and Brightest in Wellness® 2021 winner for the ninth consecutive year by the National Association for Business Resources (NABR). This program honors companies that promote employee well-being, worksite health, and wellness.

"The Best and Brightest in Wellness award recognizes innovative organizations and celebrates quality and excellence in health awareness," said Silvia Dimma, MSUFCU Chief Human Resources Officer. "We promote a culture of wellness by creating, implementing, and evaluating efforts in employee wellness to make our Credit Union and the community healthier."

Companies were evaluated by an assessment administered by SynBella, a leading wellness systems firm. Company entries were examined for quantitative and qualitative data and scored on a point system based upon criteria to benchmark and improve wellness program effectiveness. They include outcomes, analysis, tracking, participation and incentives, benefits and programs, leadership, employee input, culture, and environment.

With more than 20 years of experience, NABR has identified numerous best practices and provided benchmarking for companies that continue to be leaders in employment standards.

"The Best and Brightest is a powerful community of elite leaders who share ideas and practices, and have proven they are employers of choice. Best and Brightest winning companies have also been a voice for important action in creating a sustainable culture that works at ensuring the wellbeing of their employees comes first," said Jennifer Kluge, Best and Brightest Programs President and CEO.

Founded in 1937, MSUFCU has a national reputation for excellence and has received several top industry and workplace awards, including being named a Best Credit Union to Work For® by American Banker for the fifth year, a Top Workplace by the Detroit Free Press for 11 consecutive years, a National Best and Brightest Companies to Work For® winner for six consecutive years, and was named one of the top five Michigan credit unions in Forbes' Best-in-State Credit Unions 2021 list. MSUFCU was named a Best Workplace in Financial Services and Insurance by Fortune Magazine two consecutive years and has been certified as a Great Place to Work® for nine consecutive years. MSUFCU has been recognized by the Credit Union National Association, earning first place for the people-helping-people philosophy Louise Herring Award. MSUFCU is

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Our Mission: To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.



headquartered in East Lansing, Mich., has 22 branches, over 318,000 members, more than \$6.6 billion in assets, and nearly 1,030 employees. For more information, visit [msufcu.org](https://msufcu.org).

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