

Patelco Credit Union Wins 2021 CUNA Diamond Award for Digital Advertising

National Credit Union Organization Recognizes Bay Area Credit Union's "What Matters Most" Digital Campaign

DUBLIN, CALIFORNIA - May 5, 2021 — Patelco Credit Union, was named a 2021 Diamond Award winner by the Credit Union National Association Marketing and Business Development Council for its 2020 digital advertising campaign. Entitled "What Matters Most," the campaign brought real stories about Patelco's members and its mission of people helping people to the small screen.

Patelco's "What Matters Most" campaign was a video series that featured the stories of three Patelco members: Jerry, Dylan, and Aki. Each member shared their personal financial journey and goals, as well as how Patelco helped guide them as they navigated life's ups and downs. See the winning campaign here.

"These personal member stories reflect the heart and soul of our mission as a credit union – no matter where a member is on their financial journey, we're here for them," said Rina Johnson, vice president of marketing at Patelco.

"We're honored to be recognized for the work we do to support our communities and our members' financial wellness every day."

With 1,278 entries submitted across 35 categories, the Diamond Awards competition was fierce this year. Winners were announced in mid-April through a series of virtual award ceremonies.

"The Diamond Awards competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Amy McGraw, Diamond Awards chair. "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance and and execution."

Dublin, Calif.-based Patelco Credit Union is a not-for-profit credit union committed to serving the financial health and wellbeing of its membership. With more than 400,000 members primarily in and around northern California, Patelco is committed to improving their members' financial well-being and fueling hope and opportunity for its members by offering personalized solutions, advice, and expertise that empower them to achieve personal financial freedom. Founded in 1936 with \$500 in assets by employees of the Pacific Telephone and Telegraph Company, Patelco is in the top one percent of U.S. credit unions with more than \$8 billion in assets. For more information, visit <https://www.patelco.org/>.

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