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BCU HONORED WITH SILVER TELLY AWARD FOR OUTSTANDING VIDEO PRODUCTION

CHICAGO – May 30, 2023 – BCU is thrilled to announce that it has been recognized with a Silver Telly award for its exceptional video production. The Credit Union's creative team collaborated with production management company, The Urban Island, to create an engaging video to highlight the value of BCU membership. The video, titled "Making Your Best Money Move Yet," depicts the "game" of life and the advantage BCU's products and services can provide throughout one's financial journey. The award acknowledges the work between BCU's creative team and The Urban Island as some of the best in innovative marketing.

"We are incredibly honored to receive this prestigious award for our video work," said Kourtney Ross, BCU Director of Creative Development and Communication. "Our team poured their passion and creativity into every frame, and we have The Urban Island to thank for helping us create this unique approach, and for nominating our work for a Telly Award." The award-winning video uses animation and powerful storytelling to showcase the Credit Union's commitment to delivering personalized financial solutions, fostering long-lasting relationships, and empowering its members throughout each step of their financial journey.



The Telly Awards annually showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and 5 continents, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world.

👉 [View the award-winning video.](#)

About BCU: BCU is a not-for-profit, member-owned Credit Union that is fiercely dedicated to Empowering People to Discover Financial Freedom. At just under \$6B in assets, BCU is driven by its commitment to providing a fast, easy, secure banking experience and extraordinary service for close to 350,000 members. The BCU [field of membership](#) includes employees and families of large employers that are focused on the financial well-being of their workforce; those who live or work in northern Illinois, southern Wisconsin, and the island of Puerto Rico; and subscribers of BCU's wholly-owned Credit Union Service Organization (CUSO), Life. Money. You.® within communities and Fortune 100 workplaces throughout the United States and Puerto Rico. All BCU members enjoy lifetime access to financial services and well-being programming that inspire confidence through the brand promise "Here Today For Your Tomorrow."

To learn more about how we can help you realize your financial dreams, visit [BCU.org](http://bcu.org).

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