



FOR IMMEDIATE RELEASE

**CONTACT INFORMATION:**

Redwood Credit Union Public Relations Department  
[\(707\) 576-5224](tel:(707)576-5224) / [PR@redwoodcu.org](mailto:PR@redwoodcu.org)

[HIGH-RES IMAGES](#)

## **Redwood Credit Union receives two Diamond Awards for marketing excellence at America's Credit Unions competition**

*RCU earns two prestigious Diamond Awards amid record-breaking field*

SANTA ROSA, Calif., April 9, 2026 — Redwood Credit Union has won two Diamond Awards in America's Credit Unions Marketing, PR & Development Council's annual nationwide competition recognizing excellence in credit union marketing in 2026, celebrating RCU's charitable community engagement and empowering local small businesses in the North Bay Area to flourish.

Considered the most prestigious annual credit union industry competition, the Diamond Awards recognize the most effective and innovative marketing campaigns across the credit union industry. RCU's Marketing Department was commemorated in 2026 with America's Credit Unions awards at the highest honors for two categories:

- Community Partnership or Endorsements: [Holiday Food Drive](#)
- Brand Storytelling & Purpose Video: [Express Wine Delivery: An RCU Business membership Story](#)

"We are honored to be recognized among the best in the industry," said Steve Greig, RCU senior vice president, Marketing, Communications & PR. "This award reflects our team's commitment to purpose-driven storytelling and to being a trusted partner for our members and the communities we serve."

America's Credit Unions awards were handed out in each of 32 categories, with a record 1,481 submissions. In total, 181 organizations from 42 states were recognized, with 330 awards distributed, reflecting the exceptional quality of work produced by credit unions nationwide.

"We are proud to recognize Redwood Credit Union and this year's Diamond Award winners for their entries that deliver both creativity and results," said Lorrell Bellotti, Diamond Awards Co-chair and Chief Marketing Officer at Western Vista FCU in Cheyenne, Wyoming. "These entries

demonstrate an understanding of the people we serve and strategic execution that delivers measurable impact.”

These latest recognitions bring RCU’s total to 12 Diamond Awards received since 2021.

### **About Redwood Credit Union**

Founded in 1950, Redwood Credit Union is a full-service, not-for-profit financial institution providing personal and business banking to consumers and businesses in the North Bay and San Francisco. With a mission to passionately serve the best interests of its members, team members, and communities, RCU delivers many ways for its members to save and build money through checking and savings accounts, auto and home loans, credit cards, digital banking, business services, commercial and SBA lending, and more. Wealth management and investment services are available through Redwood Wealth Management, and [insurance](#) and [auto-purchasing](#) services are also offered through RCU Services Group (RCU’s wholly owned subsidiary). RCU has more than \$9.76 billion in assets and serves more than 525,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](http://redwoodcu.org), or follow RCU on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#) for news and updates.

###