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## GTE FINANCIAL WINS AT GRAMERCY INSTITUTE FINANCIAL CONTENT MARKETING AWARDS

**TAMPA, FL, October 2022:** GTE Financial, one of Tampa's largest locally owned and operated financial institutions, is happy to announce they won the Internal Marketing category at the Gramercy Institute's 2022 Financial Content Marketing Awards. The Gramercy Institute recognized the credit union for its Culture Book, a collection of photos of GTE employees, community and philanthropy events, a letter from the CEO, and more.

"At GTE, we think of ourselves as one big family and cherish the culture we have cultivated for our employees," comments Lisa Cathey, Assistant Vice President of Marketing. "As such, we take pride in creating the Culture Book every year to capture and celebrate our employees, and it is incredibly rewarding to be recognized for that."

GTE has made it an annual tradition to create a culture book to honor their employees' goals and celebrate yearly milestones. The marketing team incorporates graphic elements, images, and quotes from employees, answering what GTE culture means to them.

The Gramercy Institute Financial Content Marketing Awards recognizes excellence in highly-effective and efficient financial marketing. Judging was carried out by a panel of financial services marketing leaders from the world's top financial, media and marketing brands. Lisa Cathey accepted the award on behalf of GTE Financial at the Gramercy Institute's Financial Marketer's Forum in New York City.

### About Gramercy Institute

Based in New York, the Gramercy Institute is the world's leading network for senior marketers from leading financial institutions. Its mission is "to provide insight and information to senior marketers from the world's leading financial brand while honoring and sharing the industry's best practices." Chief Executive Officer Bill Wreaks is the leader of The Gramercy Institute. He is a seasoned executive with over twenty-five years of experience servicing the marketing needs of the world's leading financial brands. Visit [gramercyinstitute.com](http://gramercyinstitute.com) for more information.

### About GTE Financial

GTE Financial is a not-for-profit financial cooperative with more than \$2 billion in assets and 23 Community Financial Centers located throughout West Central Florida. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. More information on GTE Financial can be found at [gtfinancial.org](http://gtfinancial.org).

For more information, interviews, or media requests, please call (813) 644-7443 or email Savannah Cruz at [pr@bkncreative.com](mailto:pr@bkncreative.com).

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