



## FOR IMMEDIATE RELEASE

### For more information

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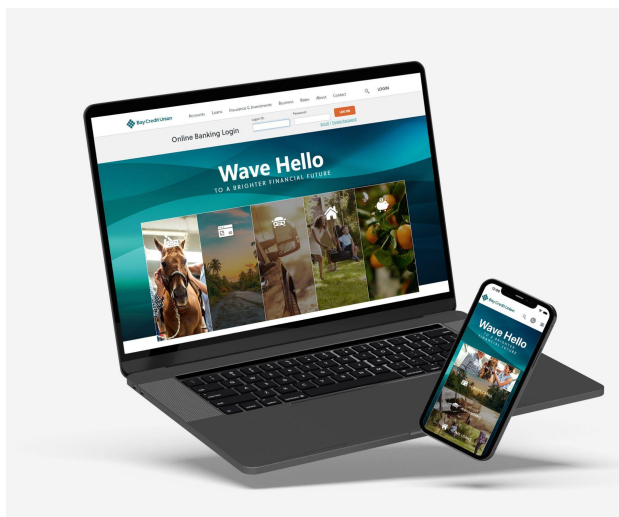
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## Bay Credit Union Wins National Marketing Award

Panama City, FL (April 2023) – Bay Credit Union recently won two national Diamond Awards from the CUNA Marketing & Business Development Council for their new website and auto loan campaign.

The CUNA Diamond Awards recognize credit unions of all sizes for excellence in marketing initiatives from the previous year. Awards are given in 35 categories ranging from product advertising to community events and beyond.

“Earning national recognition like this helps validate that we’re staying at the forefront of the industry when it comes to member service and education,” said Mike Akers, CEO of Bay Credit Union. “In such a creative community, we’re honored to be included as one of the best of the best!”



Bay Credit Union won a “Category’s Best” Diamond Award in the Website category. The new website features a modern design, user-friendly content, clean navigation, and locally-inspired images. The “Our Story” section features an animated timeline, and other custom animations can be discovered throughout the site, which brings their beach-community vibe to life.



The "Last Chance Refinance" auto loan campaign also received a "Category's Best" recognition in the Complete Campaign category. The campaign was created to encourage members and non-members to take advantage of low auto loan rates before rates were anticipated to increase.

View all of the 2023 Diamond Award winners [here](#).

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### **About Bay Credit Union**

Bay Credit Union was established in 1952 and is a community-chartered credit union. The credit union's mission is to provide the best possible financial and depository services to meet our members' needs, promote growth and stability, and enhance our community. Anyone who lives or works in Bay, Gulf, Jackson, Walton, or Washington counties is eligible for membership.

### **About CUNA**

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit [cuna.org](http://cuna.org).

### **About CUNA Councils**

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas, and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are seven CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit [cunacouncils.org](http://cunacouncils.org).