



FOR IMMEDIATE RELEASE

April 18, 2022

FOR MORE INFORMATION, PLEASE CONTACT:

Redwood Credit Union Public Relations Department
(707) 576-5224 | (800) 479-7928, ext. 65224 | PR@redwoodcu.org

Redwood Credit Union Wins Industry Marketing Awards *CUNA gives RCU Diamond Awards for excellence in two categories*

Santa Rosa, Calif. – Redwood Credit Union recently received two Diamond Awards at the annual [Credit Union National Association \(CUNA\)](#) Marketing & Business Development Council conference.

Considered the most prestigious annual credit union industry competition, the Diamond Awards provide national recognition for outstanding marketing and business development achievements. RCU’s Marketing Department was recognized in two categories, including:

- **Ongoing Event:** for [San Francisco Dream Big Block Parties](#)
- **Video Non-Commercial Single:** for [Novato Newly Transformed Branch video](#)

“Bringing people together to learn about our money-saving products and services to help them achieve their goals and dreams is what spurred our block parties and the transformation of a branch for Members,” said Bryan Haas, senior vice president of product and member engagement at Redwood Credit Union. “We’re honored to be recognized for just doing the things we know serve our members best—and for being a safe, secure, and stable local resource for our communities.”

Awards were given in each of 36 categories ranging from direct mail to website marketing and beyond. Judges evaluated this year’s 1,246 entries based on strategy, design, production, creative concept, copy, communication, and results.

About Redwood Credit Union

Founded in 1950, Redwood Credit Union is a full-service 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 CUSO Financial Services L.P., and [insurance](#) and [auto-purchasing](#) services are also offered through RCU Services Group (RCU’s wholly owned subsidiary). RCU has more than \$7 billion in assets and serves more than 430,000 members with full-service branches from San Francisco to Ukiah. For more information, call 1 (800) 479-7928, visit [redwoodcu.org](#), or follow RCU on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for news and updates.

###