



CONTACT:
Savannah Cruz
813.644.7443
pr@bkncreative.com

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GTE FINANCIAL WINS THREE AWARDS FOR INNOVATIVE MARKETING, INCLUDING SILVER IN SOCIAL MEDIA

TAMPA, FL, June 2023: GTE Financial, Tampa's premier not-for-profit credit union, is a winning recipient of three awards at the 2023 Marketing Association of Credit Unions (MAC) national competition. The credit union received Silver for its exceptional social media efforts, a Bronze for its Instant Cash Brochure, and another Bronze for its Virtual Product Tutorials.

Winning Silver for social media, GTE focuses on creating engaging and educational content that expertly showcases the value of banking, the credit union culture, and GTE's impact within the Tampa Bay community. Additionally, GTE received a Bronze for its fresh and vibrant Instant Cash Brochure, which highlights an innovative GTE service whereby qualifying members can receive up to \$2,000 same-day, without a credit pull. The Virtual Product Tutorials, also winning Bronze, highlight 'instantly easy' financial solutions and features in a simple, step-by-step, visual format.

"Receiving this incredible recognition is a testament to our talented marketing team and partners," said Jennifer Maxfield, Chief Marketing and Impact Officer for GTE Financial. "It is a privilege and honor to share our special credit union story on a national scale."

The MAC Awards have celebrated successful marketing within credit unions nationwide since 1986. Distinctions are based on objectives, target audience, overall strategy, competitive factors, and return on investment. The judges for all entries are experts inside and outside the financial industry.

For more information on the Marketing Association of Credit Unions and the 2023 MAC Awards, please visit MAC Network Gallery page.

About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with \$2.9 billion in assets and 23 Community Financial Centers. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. For more information on GTE Financial, visit gtefinancial.org.

About the Stevies Awards

Since 1986, the Marketing Association of Credit Unions (MAC) has been recognized as the preferred trade association for credit union marketing professionals. MAC exists to provide opportunities for professional development and success. Our areas of focus are designed to help you achieve your goals. Learn more at macnetwork.org.

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

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