

Contact: Kevin Alvarez
Marketing Coordinator
kevin.alvarez@safeamerica.com
(800) 972-0999

SafeAmerica Credit Union Marketing Department Wins 2 Awards At The Annual Marketing Association Of Credit Unions Conference.

Pleasanton, CA (June 20, 2023) – The marketing team at SafeAmerica Credit Union took home two coveted awards at the annual Marketing Association of Credit Unions (MAC) conference for their marketing campaign efforts in the 2022 calendar year. MAC serves as an opportunity for credit union marketers to exchange ideas and create and grow relationships in a community of peers across the United States that share the common goal of people helping people.

This year’s awards ceremony was held in Nashville, Tennessee where SafeAmerica Credit Union was announced as:

- A Silver MAC award winner in the Product Development category for their 30 Month Fall Certificate Special
- A Silver MAC award winner in the Broadcast – Radio/Audio category for their radio ad promoting their leading certificate rate in the San Francisco Bay Area

SafeAmerica Credit Union’s marketing manager Lisa Eddy and marketing coordinator Kevin Alvarez were on hand to accept the awards. “It’s a big honor to be recognized by your peers in the same industry. We always look forward to connecting with and learning from others at the conference. Taking home a trophy (or two) isn’t too shabby either”, stated Eddy.

###

About SafeAmerica Credit Union

SafeAmerica is a \$545 million community-chartered Credit Union. Originally chartered in 1953 to serve the employees of Safeway Inc., SafeAmerica operates in Northern California, serving the counties of Alameda, Contra Costa, San Mateo and Santa Clara as well as numerous employer groups. SafeAmerica Credit Union is a privately insured, not-for-profit, full-service financial institution.

About MAC

The Marketing Association of Credit Unions (MAC) is credit union marketers helping other credit union marketers thrive, advance, and succeed. They were founded over 30 years ago by business partners who recognized and acknowledged the intrinsic value of creating a space dedicated exclusively to fellow credit union marketers.

