



FOR IMMEDIATE RELEASE

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Redwood Credit Union Earns 2023 Bronze Anvil Award *PRSA awards RCU Bronze Anvil for excellence in digital annual report*

Santa Rosa, Calif. – Redwood Credit Union recently earned a 2023 Bronze Anvil Award from the [Public Relations Society of America](#), the leading professional organization serving the communications community in the U.S. and beyond.

Each year, PRSA delivers awards for the best public relations tactics and campaigns of the year, highlighting the highest standards of performance for the profession. This year, 21 Bronze Anvil Awards were given, one of which was in the Annual Reports category—and that award went to Redwood Credit Union.

“This recognition is a testament to your outstanding dedication, expertise and exceptional contributions to your organization,” said Linda Thomas Brooks, Chief Executive Officer of PRSA. “The award underscores the collective efforts of your entire team and is a true reflection of your organization’s exemplary skills and relentless pursuit of excellence in the field of public relations.”

Redwood Credit Union moved its annual report online to allow for storytelling in a more engaging way, with a medium that lent itself to better use of photos and video. Those are sprinkled throughout the report with featured sections and interactive elements that illustrate how RCU connects with its communities and provides financial education to its members. About the report, one judge stated, “Integration of videos and animations makes the report breezy and desirable to use. REFRESHING!” Readers can view [RCU’s 2022 annual report here](#).

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.

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