



CONTACT:
Savannah Cruz
813.644.7443
pr@bkncreative.com

FOR IMMEDIATE RELEASE

April 2024

GTE FINANCIAL NAMED DIAMOND AWARDS RECIPIENT AMID RECORD-BREAKING COMPETITION

TAMPA, FL, April 2024: Locally owned and operated credit union GTE Financial was among 168 credit unions nationwide named as winners of the prestigious Diamond Awards – the Marketing & Business Development Council’s annual marketing excellence competition.

GTE Financial won Category Best for its inaugural Family Motor Fest, a family-friendly festival to raise money for local scholarships in Tampa Bay.

“Winning the prestigious Diamond Awards for our dedication and efforts on Family Motor Fest is a moment of immense pride for us. This accolade is a testament to the countless hours of hard work we poured into creating an event that not only brought our community together but also raised over \$18,000 for local students in Tampa Bay,” comments Scott Works, Vice President of Marketing and Community Engagement at GTE Financial. “We couldn’t be more proud to receive such esteemed recognition for our commitment to making a difference.”

The annual Diamond Awards recognizes the best marketing campaigns in the credit union industry. Credit unions, advertising agencies, and associations submitted a record 1,451 submissions for the prestigious awards. This year’s Diamond Awards marked a milestone, celebrating 30 years of excellence in credit union marketing and setting a new record with over 350 awards distributed – underscoring the exceptional quality of marketing work being produced by credit unions nationwide. In all, 168 organizations from 44 states and the District of Columbia were selected as winners.

“We are absolutely delighted to honor GTE Financial and the other 167 winners with this level of recognition,” said Lesli Bishop, Diamond Awards chair and Chief Marketing Officer at Family Savings Credit Union in Gadsden, Ala. “It’s evident that these credit unions not only embody the spirit of the credit union movement but also propel it forward with their innovative approaches.”

To view the full list of winners of the Diamond Awards, please visit cunacouncils.org/content/cuna/councils/toolssearch/news/winners-announced-for-2024-diamond-awards.html.

About America’s Credit Unions

America’s Credit Unions is the unified voice for not-for-profit credit unions and their more than 140 million members nationwide. America’s Credit Unions provides strong advocacy, resources and services to protect, empower and advance credit unions and the people and communities they serve. For more information about America’s Credit Union, visit AmericasCreditUnions.org.

About Councils

Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development for executives while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 8,500 credit union professionals. For more information, visit cunacouncils.org.

About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with \$2.9 billion in assets and 24 Community Financial Centers. Chartered in 1935, GTE Financial is the official credit union of the Tampa Bay Lightning and 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.

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

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