



**Yolo Federal**  
Credit Union

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**Yolo Federal Credit Union named Diamond Awards  
recipient amid record-breaking competition**

LAS VEGAS – Yolo Federal Credit Union was among 168 credit unions nationwide named as winners of prestigious Diamond Awards – the [Marketing & Business Development Council's](#) annual marketing excellence competition.

Yolo FCU Marketing Department received the following recognition: One Time Event, Technology Enhancement Communication Plans. These plans were developed for a core conversion and online banking conversion that occurred at the same time.

The Marketing & Business Development Council of America's Credit Unions also announced the [list of all winners](#) for its annual Diamond Awards, recognizing the best marketing campaigns in the credit union industry from the past year. Credit unions, advertising agencies, and associations submitted a record 1,451 submissions for the prestigious awards. In all, 168 organizations from 44 states and the District of Columbia were selected as winners.

"We are honored to be recognized by the Marketing & Business Development Council of America's Credit Unions," said Kelley Jacobsen, Yolo FCU Chief Operating Officer. "I am proud of my team and the work they have accomplished. Effective communication during a technology upgrade can be very challenging, but their commitment to excellence and dedication to our members resulted in a successful outcome."

"We are absolutely delighted to honor Yolo FCU 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."

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.

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