



**Greater Texas|Aggieland Marketing Campaigns**

**Earn Pinnacle Awards**

**AUSTIN, May 8, 2024** – The Cornerstone Marketing and Business Development Council Honored [Greater Texas|Aggieland Credit Union](http://www.gtfcu.org) with four Pinnacle awards.

Greater Texas received awards for its:

* Community involvement with Manor ISD Little Lockers, which provide books and reading materials to elementary students.
* Newly redesigned website for Greater Texas and its affiliate Aggieland.
* Creative assets for GuidePoint, its internal knowledge-based learning platform.
* [Angler’s TV commercial](https://www.youtube.com/watch?v=nc8h7D0uIhY), which generated nearly 2,700 new checking accounts for its subsidiary, Aggieland Credit Union.



Pinnacle Awards were given to credit unions that achieved a high level of excellence in creativity and marketing innovation in more than 20 categories, from advertising to social media.

“We are elated that these campaigns not only achieved their purpose, but that our peers have judged them to be exceptional,” said Sidney Henderson, Vice President of Marketing at Greater Texas|Aggieland Credit Union. “Our team strives to deliver campaigns that make a difference.”

**About Greater Texas**

[Greater Texas](http://www.gtfcu.org) Credit Union, founded in 1952, is a financial cooperative that emphasizes community stewardship, charitable giving, and employee volunteerism through its Greater Good initiative. Together with its subsidiary, Aggieland Credit Union – which serves the Brazos Valley – the credit union offers a wide variety of consumer-oriented banking services to its 85,000 members across the state of Texas. Greater Texas has locations in Austin, Houston, San Antonio, Bryan-College Station, Edinburg, and the Dallas-Ft. Worth market with assets of nearly $1 billion.

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