



**Greater Texas|Aggieland Takes Home Three Awards from the Marketing Association of Credit Unions**

**AUSTIN, Oct. 22, 2024** – The Marketing Association of Credit Unions (MAC) presented [Greater Texas|Aggieland Credit Union](http://www.gtfcu.org) with three awards at its annual conference in Hollywood.



A gold award honored Greater Texas’ internal branding initiative for its newly launched GuidePoint learning platform. The system’s user interface was redesigned to help improve efficiencies and make it easier for employees to do their jobs.

Greater Texas received a second gold award for its Little Locker campaign. The Little Lockers make books more accessible to students in three elementary schools in the underserved community of Manor, Texas, to help them strengthen their reading skills. Within a nine-month period the Little Lockers were visited more than 5,500 times, double the average access rate compared to book lockers in other communities.

Greater Texas’ subsidiary, Aggieland Credit Union in College Station, received a silver MAC award for its [Anglers TV commercial](https://www.youtube.com/watch?v=nc8h7D0uIhY). The humorous ad promoting Aggieland’s hassle-free, no-hooks checking accounts brought in more than 2,500 new accounts, 34 percent more than the campaign goal.

“It is nice to see the team’s hard work pay off with this kind of recognition” said Sidney Henderson, Vice President of Marketing at Greater Texas|Aggieland Credit Union. “We strive to continuously deliver top-tier campaigns that help grow and position the credit union for success.”

**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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