



CONTACT:
Savannah Cruz
813.644.7443
pr@bkncreative.com

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GTE FINANCIAL TRIUMPHS WITH BRONZE MARKETING ASSOCIATION OF CREDIT UNIONS AWARD FOR CULTURE/ INTERNAL BRANDING FOR COMPLIANCE WEEK

TAMPA, FL, October 2024: GTE Financial, a leading credit union in Tampa Bay, was honored this month with the prestigious Bronze Marketing Association of Credit Unions (MAC) Award for Culture/Internal Branding. This recognition came during the annual MAC Awards, celebrating innovative marketing achievements within the credit union industry.

GTE Financial received this esteemed award for its innovative approach to Compliance Week, an initiative designed to underscore the significance of compliance through engaging and informative activities. This year marked the first-ever Compliance Week at GTE Financial, aiming to foster a culture of compliance and ethical business practices.

"We are thrilled to be recognized by the MAC Awards for our efforts to weave compliance into the very fabric of our organizational culture," comments Marie Campbell, VP, In-House Counsel at GTE Financial. "This award is a testament to our team's creativity, dedication, and unwavering commitment to not only meet but exceed compliance standards. At GTE Financial, we believe that compliance is not just about adhering to regulations; it's about building trust, ensuring the quality of our services, and most importantly, protecting our members."

Compliance Week featured a series of activities, including an engaging video introducing the Legal and Compliance team who explained the importance of compliance while detailing each team member's roles in maintaining a compliant and ethical environment. The video featured Brian Best, President and CEO of GTE Financial, highlighting the credit union's commitment to ethical business practices.

"These awards showcase the exceptional marketing strategies that credit unions leverage to better serve and engage their members," says Lynne Jarman-Johnson, Chair of MAC. "We are honored to celebrate the dedication, creativity, and success of these projects and campaigns, which truly embody the cooperative spirit of credit unions."

GTE Financial's achievement in the 2024 MAC Awards highlights its commitment to excellence, innovation, and the cooperative spirit that defines the credit union movement. To view the full list of winners, visit macnetwork.secure-platform.com/a/gallery?roundId=12.

About the Marketing Association of Credit Unions

The Marketing Association of Credit Unions (MAC) was created in 1986 by Marketers for Marketers and is dedicated to supporting and advancing the marketing and communications efforts of credit unions. Through educational programs, networking opportunities, and recognition of excellence, MAC strives to enhance the effectiveness of its members and promote the credit union difference. For more information about MAC and the annual awards, please visit Marketing Association of Credit Unions (macnetwork.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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