

## **FOR IMMEDIATE RELEASE**



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### **LGE Community Credit Union wins two Marketing Association of Credit Unions awards**

Atlanta, Ga. (Nov. 13, 2024) – LGE Community Credit Union is proud to announce that it has been recognized with two awards from the Marketing Association of Credit Unions (MAC). These accolades highlight LGE’s commitment to innovative marketing strategies and community engagement.

LGE was honored with the **Gold Award in Image Enhancement/Public Relations** for its creative “It’s A Match” Custom Card Game, designed by local Georgia artist BlackCatTips, and the associated public relations strategy. This initiative successfully enhanced LGE’s brand image and deepened member engagement through a fun and interactive approach. The “It’s A Match” Custom Card Game was also a finalist for MAC’s prestigious MACQUEE award.

Additionally, LGE received the **Silver Award in Business Development** for its partnership with Chattahoochee Technical College and the associated marketing strategy. This collaboration strengthened ties with the local educational community and provided valuable financial education and resources to students, staff, and faculty.

“These awards showcase the exceptional marketing strategies that credit unions are leveraging 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.”

The Marketing Association of Credit Unions is a leading organization that celebrates excellence in credit union marketing and business development. These awards underscore LGE’s ongoing efforts to deliver exceptional value and service to its members.

### **About 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 [macnetwork.org](http://macnetwork.org).

### **About LGE Community Credit Union**

Named one of America’s Best Credit Unions 2024 by Newsweek, LGE Community Credit Union connects metro Atlanta and northwest Georgia to best-in-class financial products, expert advice, and personalized service. Since 2010, LGE has given back over \$2 million to local nonprofit organizations and individuals in need through the LGE Community Outreach Foundation. For more information about LGE, visit [LGEccu.org](http://LGEccu.org). Federally insured by NCUA.

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