

PRESS RELEASE

For Immediate Release: DATE 12-10-2024

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Callahan & Associates Launches 2025 CreditUnions.com Innovation Series

Key Takeaways:

- Vendors can highlight transformative solutions in five critical areas.
- Finalists benefit from extensive promotional opportunities and direct engagement with credit union leaders.
- Applications close on January 8, 2025.

Washington, DC – Callahan & Associates has announced the launch of [the 2025 CreditUnions.com Innovation Series](#), opening applications for vendors to showcase innovative products and services. This annual event provides a platform that allows organizations to compete to see who is the “most innovative” in their category while connecting with credit union leaders.

The Innovation Series highlights groundbreaking solutions in critical areas such as cybersecurity and fraud, financial wellness, payments, lending, and member experience. The event offers selected finalists the chance to present their innovations during a category-specific webinar attended by influential decision-makers in the credit union industry. Each finalist will have a 10-minute slot to demonstrate how their solution delivers value and drives transformation for credit unions.

Benefits of Participation:

Finalists will gain:

- Marketing exposure, including pre-webinar promotions and inclusion in a category-specific e-blast.
- Media coverage through a "Meet the Finalists" article on CreditUnions.com and promotional posts on Callahan's social media channels.
- Advertising opportunities with a 300x250 banner ad on CreditUnions.com throughout February.

Application Process:

Applications are now open, with a submission deadline of **January 8, 2025**. Vendors interested in showcasing their solutions are encouraged to [apply](#) to elevate their visibility within the credit union sector.

For more details, visit Callahan & Associates’ website or contact the team at schugani@callahan.com.

About Callahan & Associates

For nearly 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at www.callahan.com.