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## **BETHPAGE FEDERAL CREDIT UNION NEW MARKETING CAMPAIGN “Built to Give You More” EARNS TOP ADVERTISING AWARDS**

**Bethpage, NY – April 9, 2014** – Bethpage Federal Credit Union, New York State’s largest [credit union](#), and ThomasArts, its New York City –based advertising agency, are the recipients of six “Telly Awards” – a top advertising industry award that honors outstanding local, regional and cable TV commercials. Awarded for its recently launched marketing campaign, “Built to Give You More” – introduced this past February, the Telly Awards are the advertising industry’s equivalent to the Academy, Grammy, Emmy or Tony awards.

Designed to demonstrate how as a credit union, Bethpage is structurally different than banks, and to underscore the credit union difference, “Built to Give You More” ads include broadcast ads running on cable television and radio, print ads appearing in newspapers and as outdoor advertising. Animated goldfish, a boy, and balloons all play a part in the series which received a total of six Telly Awards, including three Silver Awards, the highest honor, and three Bronze Awards. Nearly 12,000 entries were received this year from across the country.

“The goal of the campaign is to demonstrate that, as a credit union, Bethpage is fundamentally different than a bank,” said Bethpage Federal Credit Union Vice President of Marketing Gerard Schmitt. Because of our structure as a not-for-profit financial cooperative, we can provide more value and better service. By banking with Bethpage, all Long Islanders can benefit from better rates and lower fees.”

“We are very proud of the work we produced for Bethpage Federal Credit Union,” said ThomasARTS Managing Director Thomas Scandalianto. “The “Built to Give You More” positioning gives us a meaningful differentiator versus the big banks and Bethpage gave us the freedom to create humorous, unexpected advertising. This was a true collaboration resulting in award-winning work.”

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Bethpage Federal Credit Union, New York State's largest credit union, recently opened its 27<sup>th</sup> branch on Long Island with plans to open its 28<sup>th</sup> this summer in Long Beach, New York.

Bethpage Federal Credit Union is a not-for-profit financial cooperative, existing solely to serve its members and has experienced rapid growth in recent years to become a strong alternative to banks. Bethpage was approved for the largest federal community charter in the U.S. in 2003 and now is New York State's largest credit union and Long Island's primary community financial institution with 232,000 members, 27 branches and 60 shared service center locations throughout Nassau and Suffolk Counties. As a financial cooperative, Bethpage offers the best-in-market rates, low fees and world-class service, and a full menu of personal and commercial financial services.

Bethpage maintains branch locations in Bay Shore, Bay Shore King Kullen, Bethpage, Central Islip, Commack King Kullen, East Meadow NuHealth, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Seaford, Smithtown, Roosevelt, Valley Stream King Kullen, West Babylon and Westbury with over 425 surcharge-free ATMs including King Kullen, CVS Pharmacy, 7-11 and Costco locations throughout Long Island. For more information, call 1-800-628-7070 or visit <https://www.bethpagefcu.com>.

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