



We care about what you care about.™

FOR IMMEDIATE RELEASE

Press Contact:

Audrey Cohen

Epoch 5 Public Relations

631-427-1713

acohen@epoch5.com

***Bethpage Federal Credit Union Earns Four Diamond Awards,
Including a First-Place Award at
25th Annual Credit Union National Association (CUNA)
Marketing & Business Development Council Conference***

Bethpage, New York – April 10, 2018 – Bethpage Federal Credit Union, New York State’s largest credit union and the 16th largest credit union in the nation, was honored with the credit union industry’s highest award, the Diamond Award, that recognizes outstanding marketing and business development achievements in the credit union industry. The four awards were given to Bethpage by the Credit Union National Association (CUNA) Marketing & Business Development Council at its 25th annual 2018 conference held recently in San Francisco.

Based in Washington, D.C., CUNA is the premier national trade association serving America’s credit unions. The CUNA Marketing and Business Development Council is a national network comprised of nearly 1,300 credit union marketing and business development professionals. Awards each year are given in each of 35 categories ranging from advertising to community events and beyond.

Bethpage received a first place, Category Best Diamond Award in CUNA’s Digital Advertising category for its 2017 Bethpage Holiday Digital Scratch-Off campaign. This campaign was designed to generate awareness of Bethpage free Bonus Checking and was heavily promoted through social media, email blasts and direct mail outreach.

“Bethpage’s free Bonus Checking account continues to be one of the best checking accounts in the market. That’s why Money Magazine recently named us the Best Place to Bank in New York,” said Gerard Schmitt, Senior Vice President of Marketing, Bethpage. We are thrilled once again to have been recognized by CUNA with the prestigious Diamond Award.”

Bethpage also received Diamond Awards in the Complete Campaign category for its Boogie Board Youth Promotion, in CUNA’s Financial education category for its My Money 101 financial education launch, as well as its Multifaceted category for introducing Bethpage’s new digital banking platform.

“All of the winning credit unions represent the best and brightest in marketing and business development,” said Amber Scott, Chair of the CUNA Marketing & Business Development Council’s Diamond Awards Committee and VP Marketing & Communications at 1st MidAmerica CU. “Their inventive, passionate, and exciting initiatives inspire us to take chances, be bold and try new and untested approaches.”

Bethpage Federal Credit Union is a premier financial institution committed to enriching the lives of its members, employees and the communities it serves for over 75 years. Bethpage is the largest credit union in the Northeast region, as well as 16th largest in the nation. Voted Money Magazine's Best Place to Bank in New York for 2018, Bethpage is a federally chartered credit union, available to people nationwide who open a \$5 dollar membership account. Bethpage offers a robust digital platform that allows members to bank with us from anywhere. Bethpage is a part of the national CO-OP network that gives members access to their accounts at over 30,000 free ATMs and 5,000+ shared branches across the U.S. As a financial cooperative, Bethpage offers the best-in market rates, lowest fees and world-class service, plus a full menu of personal and commercial financial services. For more information on Bethpage's robust portfolio of banking, borrowing, and investment services, visit www.lovebethpage.com or call [1-800- 628-7070](tel:1-800-628-7070).

#