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Allegacy Receives Diamond Award For Outstanding Marketing, Business Development Achievements

Winston-Salem, N.C., May 11, 2017 – Allegacy Federal Credit Union in Winston-Salem was recently honored with a Diamond Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are given in each of 30 categories ranging from advertising to community events and beyond.

Allegacy won the 'Complete Campaign' category for its brand awareness entry, entitled "Allegacy. Be Your Best You." The campaign included print, billboard, television, radio, online and mobile advertising.

"We are humbled by the award that recognizes our efforts to help our members and the community be their best," said Chrystal Parnell, vice president, marketing. "Our mission is to help Allegacy owners make smart financial choices, by doing the right thing for our members' wellbeing. We encourage them to think creatively about the path to their overall wellbeing and do our best to help them reach their goals."

For more information on the Diamond Awards or to view the entire list of winners, go to www.cunacouncils.org/awards.

About Allegacy

For 50 years, Allegacy has helped its members, employees and the communities it serves be their best by helping people make smart financial choices. By doing right, Allegacy has become one of the largest credit unions in North Carolina serving over 134,000 members worldwide with over \$1.3 billion in assets and an additional billion dollars in assets under management in its financial planning group. With roots in Winston Salem, Allegacy has 12 convenient locations and eight high school student-run credit unions in the Triad. Allegacy offers personal and business financial services to help a broad membership base including the employees, retirees and families of over 700 companies throughout the country be their best. To learn more, visit Allegacy.org.