



Contact:
Chrystal Parnell
Allegacy Federal Credit Union
336.774.1105

Karen Jarvis
The Message Factory PR
336.575.6102

Allegacy Federal Credit Union Awarded Five Diamond Awards for Marketing and Business Development

Winston-Salem, N.C., March 20, 2012 – Allegacy Federal Credit Union, one of the largest credit unions in North Carolina, was recently honored with five Diamond awards for outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of nearly 1,000 credit union marketing and business development professionals. Awards are given in each of 33 categories ranging from advertising to community events and beyond.

Allegacy won two Categories Best Awards, the top Diamond award in each category:

- Logos: Unlike Your Bank logo
- Website Marketing: AllegacyFCU.org website redesign

Other Diamond Awards include:

- Electronic Marketing: Unlike Your Bank Microsite
- Financial Education: Smart Debt Guide
- Point of Sale Display: Getaway Giveaway Promotion

---more---

“We are proud to receive these Diamond Awards that recognize the efforts of our incredible marketing team” said Chrystal Parnell, assistant vice president, marketing. “Our mission is to help Allegacy owners make smart financial choices and we work hard to provide them with consistent awareness of our products so they will be informed throughout the year.”

About Allegacy

Allegacy is one of the largest credit unions in North Carolina, with members throughout the world. Founded in 1967 in Winston-Salem, Allegacy has a broad membership base open to anyone in our community. Current members also include the employees, retirees and families of more than 550 companies throughout the country. Allegacy offers virtually all personal and business financial services. Allegacy Financial Centers are concentrated in the Triad area with 14 convenient locations and six high school student-run credit unions in the Winston-Salem/Forsyth County School system. For more information, visit AllegacyFCU.org.

###