

Newfoundland and Labrador wins AIME Awards at MACU Awards

[St. John's] . Newfoundland and Labrador Credit Union (NLCU) was honored with an Achievement in Marketing Excellence (AIME) Award this past week during the 24th annual Marketing Association for Credit Unions (MACU) Achievement in Marketing Excellence Awards Gala in Montreal, QC.

The AIME Awards recognize outstanding marketing achievements within the credit union industry over the past year. This year 161 entries were received in 14 categories.

Newfoundland and Labrador Credit Union won two AIM Awards in for %Because Nobody Ever Said+in the Coordinated Campaigns category and the Rod Benson Memorial Golf Tournament in the Special Events category. Also, NLCU were awarded one AIME for %Because Nobody Ever Said+in the New Product Launch category. %Because Nobody Ever Said+is a marketing campaign highlighting the NLCU's Fast Track Cash Back, a mortgage which gives members 5% of loan back which can be used for a downpayment.

Accepting the award was Shannon Goodyear, NLCU's Director, Marketing and communications. %We are pleased to have our marketing tools highlighted as the best in brightest within the industry,+says Mr. Goodyear. %Receiving recognition gives our team morale and vigor to keep coming up with award-winning campaigns and to produce expert marketing strategies.+

MACU was started in 1988 by credit union marketers and supplier who joined together to exchange ideas, build relationships with their peers and foster professional development for credit union marketers across the country.

Newfoundland and Labrador Credit Union is a full-service financial institution with over 22,000 members and over \$530 million in assets. As the largest credit union in Atlantic Canada, NLCU has 13 locations province-wide. NLCU is dedicated to providing the most effective financial services and wise financial guidance to empower our members to make the best financial decisions.

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