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### **Newfoundland and Labrador Credit Union wins AIM Awards at 2015 MACU Awards**

[St. John's] – Newfoundland and Labrador Credit Union (NLCU) was honored to win two Achievement in Marketing (AIM) Awards at the annual Marketing Association for Credit Unions (MACU) Gala May 26<sup>th</sup>, in Kelowna, B.C.

The two awards NLCU received were in the 'Point of Purchase' category for the "Myth" campaign, and the 'Financial Education' category for their Retirement Seminar campaign. Both campaigns focused on the importance of educating members on the benefits of early retirement planning.

Accepting the award was Shannon Goodyear, NLCU's Director, Marketing and Communications. "We are excited to be once again highlighted as one of the top marketers within the financial industry," says Mr. Goodyear. "Receiving recognition gives our team the vigor needed to continue developing award-winning campaigns and to produce expert marketing strategies for NLCU."

Annually, MACU bestows AIM and AIME awards to deserving credit unions that have shown outstanding marketing achievements. This year, in its 25<sup>th</sup> year, 180 entries from credit unions all over the country were received in MACU's 19 categories.

MACU was started in 1988 by credit union marketers and suppliers who joined together to exchange ideas, build relationships with their peers, and foster professional development for credit union marketers across the country. Attracting entries from credit unions across Canada, the MACU Awards recognize the best and brightest achievements in credit union marketing, advertising and communications.

Newfoundland and Labrador Credit Union is a full-service financial institution with over 21,500 members and over a half billion dollars in assets. As the largest credit union in Atlantic Canada, NLCU has 12 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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