

Park View Federal Credit Union Receives 4 National Diamond Awards for Outstanding Marketing Achievements

Harrisonburg, VA –Park View Federal Credit Union was recently honored with four Diamond Awards, recognizing outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network comprised of over 1,300 credit union marketing and business development professionals. Awards are given in each of 35 categories ranging from advertising to community events and beyond.

PVFCU won awards for their 2016 Annual Report, Debit and credit card designs, Complete campaign for their upgrade in services and online/mobile banking, and for Renovations and upgrades at their Harmony Square, Dayton, and VMRC branches.

“These 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.”

Award winners were recognized at the council’s 25th annual conference held in San Francisco, CA. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunacouncils.org/awards.



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Established in 1969, Park View Federal Credit Union is a not-for-profit, member owned cooperative that provides a full range of financial services from four branch locations in the Harrisonburg and Rockingham County area. Learn about the credit union online: www.pvfcu.org.

About CUNA Marketing & Business Development Council

The CUNA Marketing and Business Development Council is a member-led community of marketing and business development professionals dedicated to providing relevant resources and tools essential for success to its members. The CUNA Marketing and Business Development Council is one of seven CUNA Councils, a network of thousands of credit union professionals nationwide. For more information, visit www.cunacouncils.org.