



Press Release

For Immediate Release

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Clearview wins MAC award for *Clear Connection*

Newly revamped e-newsletter wins Bronze Award

Pittsburgh, PA, June 14, 2019.....*(clearviewfcu.org)* Clearview Federal Credit Union, a member-based credit union serving 10 Southwestern Pennsylvania counties, has won a Bronze Award from the Marketing Association of Credit Unions (MAC) for the newly revamped *Clear Connection* e-newsletter. The MAC Award was presented to Clearview in the category showcasing credit union newsletters. Over 114 credit unions across the country compete yearly in the awards program.

The MAC Awards, founded in 1986, recognize outstanding marketing achievements in the credit union community. Entries are evaluated on objectives, audience, overall strategy, competitive factors, and return on investment. The *Clear Connection* newsletter award was one of only 75 awards given this year during the Marketing Association of Credit Unions conference in May 2019.

Clearview launched the updated, solutions-based electronic newsletter in order to provide added value for members. The revised newsletter features a more visually appealing design and easily accessible content. *Clear Connection* reaches 72,000 members nationwide, features financial resources and tips, and includes Clearview news that help members to enjoy better lives.

The judges recognized Clearview’s newsletter for their differentiation tactic to stand out and improve the inbox experience of those receiving the newsletter. “We want to give our members access to content they wouldn’t get anywhere else,” said Bill Snider, Assistant Vice President of Digital Experience. “Our plan was to transition our current monthly newsletter from a product-focused newsletter to something more conversational, open-ended, and solutions/community based. The intention behind this change was to cultivate a more positive, ‘feel good’ monthly interaction between Clearview and our members.”



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About Clearview Federal Credit Union

Clearview Federal Credit Union has been in operation since 1953 and serves over 103,000 members, with reported assets valued over \$1.2 billion as of May 2019. Membership in Clearview is open to individuals who live, work, worship, volunteer or attend school in the Southwestern Pennsylvania community, which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland counties. Membership is also open to immediate family members of current Clearview members. Visit clearviewfcu.org for more information. Clearview Federal Credit Union is federally insured by the National Credit Union Administration and is an Equal Housing Lender.