



Press Release

For Immediate Release

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Clearview Federal Credit Union wins big at the 2019 Credit Union National Association Conference

Pittsburgh, PA, April 3, 2019....(clearviewfcu.org) At the Credit Union National Association – Marketing and Business Development Council Conference held in Las Vegas, Nevada from March 20-23, 2019, Clearview Federal Credit Union’s marketing team was recognized as a Diamond Award winner in the Email Singles or Series category. The Diamond Awards recognize and reward creative excellence and outstanding results, and is the most prestigious annual credit union industry competition. Out of the 1,300 entries submitted, Clearview won the Diamond Award for their Targeted Elite Email entry, which was based on their Elite Rewards Visa Signature Card and the tagline “Earn points for just being you.”

In addition to winning a Diamond Award, Clearview received honorable mention for their 65 Years of Giving campaign from the Pennsylvania Credit Union Association’s Dora Maxwell Social Responsibility Community Service Award in the \$1 billion plus asset category. This award is named after Dora Maxwell, one of the original signers of CUNA’s constitutions, and is given to a credit union or chapter/multiple credit union group for its social responsibility projects within the community.

“Being recognized as a Diamond Award winner and receiving honorable mention from the PCUA is a wonderful achievement. There were so many great entries and well-known attendees at the conference. It was very special to be acknowledged among some of the best credit unions in our industry. We are so proud of our marketing team and the whole Clearview organization because we could not have achieved this without the collaboration of so many departments,” said Lisa Florian, Vice President – Member Experience and Marketing.

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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 March 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.