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Synergy Credit Union receives national award for creative *Earn it. Invest it. Grow it.* Campaign

Lloydminster, Sask. - Synergy Credit Union's commitment to reaching audiences in creative ways has been recognized on the national stage.

Earlier this month, Synergy Credit Union was presented with the first-ever National Credit Union Best of Marketing Award by the Canadian Credit Union Association (CCUA) as part of its annual awards program in Halifax, N.S. Synergy Credit Union's *Earn it. Invest it. Grow it.* television campaign won for its creativity and for successfully achieving its campaign objectives. The campaign was directed at the agricultural community with the goal of creating awareness that Synergy Credit Union provides:



- High quality, sound financial guidance to help meet (and exceed) the goals of its members.
- Fully guaranteed deposits - with no limits!
- A full planning, saving and investment suite all in one convenient place.
- Transparency. They have the member's best interest in mind and consider the member's full financial picture. They are up front about fees, pricing and advice.

[View the video to learn more.](#)

Synergy's television commercial was also awarded an Achievement in Marketing Excellence (AIME) Award by the Marketing Association of Credit Unions. The AIME awards recognize the best and brightest achievements in credit union marketing – this year there were more than 130 entries, which are judged by non-credit union professionals who are experts in their fields.

"We're always searching for impactful ways to connect with members and potential members and to be recognized for that is an incredible honour," said Lyanne Campbell, Synergy's Marketing Manager. "We have tremendous people, products and an organization to showcase and our goal is deliver that message in the most effective way possible."

“There are so many quality campaigns that help raise awareness of the impact credit unions can have in this country and we’re appreciative of being recognized in that group,” Synergy’s CEO Glenn Stang. “To be identified for this award in its first year is something we are extremely proud of.”

Synergy would also like to acknowledge the work of David Maleshenko Design and Advertising and Cineposte Films/DIG Animation for their contributions to the project.

CCUA’s National Credit Union Awards Program recognizes and celebrates the accomplishments and contributions of credit unions and credit union leaders, for their positive impact on the communities in which they live and work.

“There’s no doubt that Canada’s credit unions and caisses populaires have always placed emphasis on the importance of its members, through innovative programs and services – many of which are ‘firsts’ in the industry,” explains Martha Durdin, president and CEO, Canadian Credit Union Association. “I am inspired by the creativity, ingenuity and passion our awards recipients have demonstrated, and look forward to what’s yet to come.”

For a full list of this year’s award categories and award recipients, visit www.ccu.com/awards.

Photo caption: Synergy Credit Union Marketing Manager Lyanne Campbell, left, and Chief Financial Officer Jason Bazinet, right, accept the National Credit Union Best of Marketing Award at the Canadian Credit Union Association conference held in Halifax in May, presented by Martin Reed, CCUA’s Vice-President of Marketing and Research.

About Synergy Credit Union

Synergy Credit Union is a member-owned financial institution serving more than 27,000 members from 10 communities within west-central Saskatchewan. Synergy Credit Union is the fourth largest credit union in the province of Saskatchewan and is one of the leading credit unions in Canada, with more than \$1 billion in assets. Synergy Credit Union provides core banking services through the traditional branch network, the Canada-wide AccuLink ATM network, online banking, automated telephone banking, mobile web banking, as well as through the Member Contact Centre and by SMS texting. More complex and advanced services, such as financial advice and analysis, are delivered by specialists who may be located in select branches or available to meet in a location of the member’s choice, by request.

About Canadian Credit Union Association (CCUA)

Canadian Credit Union Association is the national trade association for Canada’s credit unions and caisses populaires outside Quebec. These financial institutions offer a full-range of retail banking services to almost 5.6 million Canadians. Collectively Canada’s 281 credit unions generate over \$6.5 billion in economic impact, are leaders in small business lending, and have assets of over \$202.5 billion. For more information, visit www.ccu.com.