



Montana
CREDIT UNION

Guiding You Ahead

FOR IMMEDIATE RELEASE

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MONTANA CREDIT UNION RECEIVES AWARDS FOR MARKETING AND REBRANDING ACHIEVEMENTS

Great Falls, Montana – Montana Credit Union was recently honored with a Diamond Award - Category's Best, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the CUNA Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are given in each of 35 categories ranging from advertising to community events and beyond. Montana Credit Union won the Category's Best for its entry in the logo design category. MCU unveiled its newly designed logo, created by Adrenaline with input from the credit union's board of directors and management, in June of 2019. See official listing [here](#).

In addition, Montana Credit Union received a bronze Telly Award for their Montana Credit Union brand launch video, also created by Adrenaline. This video was created to share the story of the credit union's new brand and tagline of Guiding You Ahead to credit union employees. See official listing [here](#).

"It is such an honor to receive this national recognition for our new logo and branding" said Steve King, President/CEO of Montana Credit Union. "Adrenaline was a great partner and really helped us find the heart of our credit union's unique personality. Our whole rebranding effort was a true collaboration between our board of directors and employees, along with input and survey responses from our membership, and really tells the story of what it means to be a part of Montana Credit Union."

CUNA Marketing & Business Development Council celebrated Diamond Awards Week by announcing winners in 35 categories through a series of daily virtual awards ceremonies. Turnout was outstanding for this year's award competition with 1,295 entries submitted. Six credit unions won Best of Show Awards, 93 won Category's Best Awards and 255 won Diamond Awards. For more information on the Diamond Awards or to view the entire list of winners, [visit this link](#).

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Since its inception in 1940, Montana Credit Union has grown to over \$268 million in assets and currently serves 22,825 member accounts in a three-county area. Montana CU is a full-service financial institution, providing savings, checking, loan and other services, with three convenient locations around Great Falls: 901 8th Avenue South, 15 14th Street South and 540 Smelter Avenue NE. Membership is open to anyone living in Cascade, Chouteau or Teton counties. For more information, please visit www.montanacu.com

About Adrenaline

Adrenaline is an experience design agency that creates and implements end-to-end branded experiences through creative and environmental design. We enhance our clients' customer experiences across digital and physical channels, from their branding and advertising to design and technology in their spaces. After transforming an organization's brand, Adrenaline extends it across all touchpoints — from employees to the market to in-store environments. And, we focus on serving industries that sell human experiences including financial, healthcare, sports, and entertainment.

About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org. To find your nearest credit union, visit YourMoneyFurther.com.

About the Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, Storyhunter, ProductionHub, VR/AR Association, The Wrap and Digiday.



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3 convenient locations to serve our members

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