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## **Hughes Federal Credit Union Receives Three National Awards For Outstanding Marketing Achievements**

**TUCSON, AZ** – Hughes Federal Credit Union received three Diamond Awards from the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network of more than 1,200 credit union professionals from around the nation.

“The Diamond Award is CUNA’s top award, which recognizes outstanding marketing and business development achievements in the credit union industry,” said Kellie Terhune Neely, Vice President of Marketing at Hughes Federal Credit Union. “Hughes is honored to have received national recognition for our marketing efforts for the past eight consecutive years and thanks our winning team.”

The three awards received by Hughes were in the commercial video, one-time event, and social media categories. In the commercial category the Credit Union’s Streetcar commercial was recognized featuring Arizona Basketball Coach Sean Miller, University of Arizona® Debit Cards, modern street car and community partnership with the Girl Scouts of Southern Arizona. Neely said: “Hughes Federal Credit Union thanks the Caliber Group and Litterer Films for their creative direction, TV commercial and production services for the Streetcar commercial.” In the one-time event category Hughes was recognized for their 100,000<sup>th</sup> member campaign, where they doubled their membership and assets since 2009, and partner with locally owned businesses. In the Social Media category, Hughes was recognized for their outstanding efforts throughout multiple channels including having the largest credit union Facebook following in Arizona.

Award winners were recognized at the council’s 24<sup>th</sup> annual conference held March 29-April 1 in San Antonio, Texas. For more information on the Diamond Awards or to view the entire list of winners, go to [CUNACouncils.org/Awards](http://CUNACouncils.org/Awards).

To view the award-winning Hughes Federal Credit Union TV commercial visit <http://bit.ly/PlayItSmart>. For more information about Hughes Federal Credit Union, please visit [HughesFCU.org](http://HughesFCU.org). Follow them at [Facebook.com/HughesFCU](https://www.facebook.com/HughesFCU) and [Twitter.com/HughesFCU](https://twitter.com/HughesFCU).

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**CUNA Marketing & Business Development Council**

The CUNA Marketing & 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 & Business Development Council is one of six CUNA Councils, a network of more than 6,800 credit union professionals. For more information, visit [CUNACouncils.org](http://CUNACouncils.org).

***Hughes Federal Credit Union***

*Established 65 years ago, Hughes Federal Credit Union is a locally-owned and member-owned financial cooperative with more than 109,000 members and \$1.1 billion dollars in assets. The credit union has a “Superior” 5-Star Bauer Financial rating and is one of the strongest financial institutions in the nation. It is rated A+ and has been accredited by the Better Business Bureau since 1974. This Credit Union is federally-insured by the National Credit Union Administration.*