

Hughes Federal Credit Union shines with Two Diamond Awards for Marketing Excellence

Only Tucson Credit Union Recognized in Record-Breaking Competition

Tucson, AZ — Hughes Federal Credit Union was among 181 credit unions nationwide named as winners of the prestigious [Diamond Awards](#), America's Credit Unions Marketing, PR & Development Council's annual competition recognizing excellence in credit union marketing.

Hughes Federal Credit Union received the following recognition:

- Social Media — “Social Media That Shows the CU Difference”
- Short Form Video — “Southern Arizona Through the Hughes Lens”

America's Credit Unions Marketing, PR & Development Council [announced the winners of this year's Diamond Awards](#), recognizing the most effective and innovative marketing campaigns across the credit union industry.

This year's competition drew a record 1,481 submissions, with 181 organizations from 42 states elected as winners. In total, 330 awards were distributed, reflecting the exceptional quality of work produced by credit unions nationwide.

“We are honored to be recognized among the best in the industry. This award reflects our team's commitment to delivering meaningful value to our members and telling the credit union story in impactful ways,” said Valerie Fanelli, Vice President of Marketing at Hughes Federal Credit Union.

“We are proud to recognize Hughes Federal Credit Union and this year's Diamond Award winners for their entries that deliver both creativity and results,” said Lorrell Bellotti, Diamond Awards Co-chair and Chief Marketing Officer at Western Vista FCU in Cheyenne, Wyoming. “These entries demonstrate an understanding of the people we serve and strategic execution that delivers measurable impact.”

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About Hughes Federal Credit Union

Hughes Federal Credit Union is a member-owned financial institution serving over 190,000 members with \$2.5 billion in assets. Since its founding in 1952, Hughes has remained deeply committed to

improving its members' financial lives while maintaining strong local roots. Recognized as one of the Best-in-State credit unions by Forbes in 2025 and consistently rated as a Five-Star "Superior" or Four-Star "Excellent" financial institution by BauerFinancial since 1991, Hughes offers a full range of financial products and services designed to meet the evolving needs of its diverse membership. Hughes was instrumental in founding the Financial Faceoff and has been the title sponsor since its inception. For more information, please visit HughesFCU.org.

About America's Credit Unions

America's Credit Unions is the unified voice for not-for-profit credit unions, representing more than 95% of the industry's assets and their more than 145 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to advance, empower, and protect credit unions and the people and communities they serve. For more information about America's Credit Unions, visit AmericasCreditUnions.org.

About Councils:

Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 7,000 credit union professionals. For more information, visit americascreditunions.org/councils.