

**FOR RELEASE:**  
**FOR MORE INFORMATION:**

Upon Receipt  
Alexa Novachek  
215-934-3577

**PFCU Receives Two Merit Awards for Outstanding Marketing Achievements**

Philadelphia, PA, May 4, 2009 - Philadelphia Federal Credit Union was recently honored with two Merit Awards, which recognize outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the Credit Union National Association's Marketing and Business Development Council (CMBDC) at their annual Diamond Awards competition. The CMBDC is a national network comprised of more than 1,000 credit union marketing and business development professionals. Awards are given in each of 34 categories ranging from advertising to community events and beyond.

PFCU won an award for its New Member Matrix Mailing, which aims to educate new members about PFCU's products during their first six months of membership, when they are most receptive to open additional products. The second award was won for its Moneyline newsletter (print and online versions).

"The Diamond Awards recognize the best-of-the-best in credit union marketing, advertising, and business development," said Council Chair Anne Legg. "It takes hard work, imagination, and perseverance to be selected as a Diamond Award winner from 1,200 entries."

Award winners were recognized at the council's 16<sup>th</sup> annual conference. For more information on the Diamond Awards or to view the entire list of winners, go to

[www.cunamarketingcouncil.org](http://www.cunamarketingcouncil.org).

PFCU was founded in 1951 and is currently among the top credit unions in the city, serving the entire Philadelphia and Bloomsburg, PA communities, in addition to the owners, employees and directors of over 400 organizations throughout Pennsylvania, New Jersey and Delaware.

###

Photo:

Merit Award.jpg

PFCU's Communications Specialist Karen Eavis, Strategic Analyst Mary Posluszny and Communications Coordinator Alexa Novachek displaying their awards (From left)