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Erie FCU wins 4 Marketing Excellence Awards

Erie, PA (July 21, 2021) – **Erie Federal Credit Union** (Erie FCU) received four awards in marketing excellence including Best of Show at the annual **MIC** awards held virtually and presented by the **CrossState Credit Union Association** (CrossState) on July 20, 2021. Erie FCU was awarded the event’s Best of Show award, the “**Show Stopper**”, for their digital checking campaign and strategy. The winner of this award was chosen by the panel of judges as the best marketing campaign of the year.

“It’s an honor to be recognized for our marketing efforts,” said Thomas Brennan, Erie FCU CMO. “These awards are validation of the hard work that is being done every day for our members by our entire team.”

Along with the “Show Stopper” award, Erie FCU also won awards for **Best Annual Report**, **Best Digital Marketing Campaign** and **Best Year-Long Marketing Strategic Campaign** for their year-long Mortgage Loan Campaign.

CrossState Credit Union Association is based in Harrisburg, Pennsylvania and serves 519 credit unions across New Jersey and Pennsylvania and is one of the largest regional credit union trade associations in the country providing advocacy, resources, and solutions for credit unions.

For more information contact Tom Brennan, CMO at (814) 825-2436 ext. 1020.

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About Erie Federal Credit Union

Since its inception in 1936, Erie Federal Credit Union, the largest credit union in Northwest PA, has been serving its members in and around the Erie, Pennsylvania area with exceptional financial products. Erie FCU has grown its membership to over 67,000 with assets of more than \$724 million. They have 182 full and part time employees with a corporate office and 9 branch locations. As a full-service, federally insured credit union, anyone that lives, works, worships, or attends school in Erie or Crawford County, PA is eligible to join. Erie FCU is an Equal Housing Lender.