



FOR IMMEDIATE RELEASE

Media Contacts:

Jill Casey
Vantage West Credit Union
520-917-6751
Jill.Casey@vantagewest.org

Cynthia Miller
Vantage West Credit Union
520-917-6715
Cynthia.Miller@vantagewest.org

VANTAGE WEST RECEIVES NATIONAL MARKETING AWARD

Hispanic Marketing Initiative Wins 2017 Category's Best Diamond Award

TUCSON, Arizona. (April 25, 2017) – For the second year in a row, Vantage West Credit Union was honored with a prestigious Category's Best Diamond Award for Segmented Marketing by the Credit Union National Association (CUNA), in recognition of its outstanding marketing, community outreach, and business development efforts to serve Arizona's growing Hispanic market.

The award was announced by the CUNA Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals, during its 24th annual conference held recently in San Antonio, Texas.

“Vantage West is truly honored to be recognized on a national level by our credit union peers for our efforts to serve Hispanic members.” said Luis Soto, Vantage West's Marketing Manager.

“We want to ensure we provide relevant financial products and services to the communities we serve, and we will continue to evaluate our efforts and innovate as we move forward.”

Recognizing the need to better serve Arizona's growing Hispanic market, Vantage West launched its Hispanic Marketing initiative in 2015, which focused on deeply understanding the segment rather than relying exclusively on messaging in Spanish. The program continued to gain

momentum in 2016 as the credit union responded to the needs of highly motivated, success-driven Hispanic millennials.

Today, Vantage West's Hispanic initiative includes traditional and digital marketing campaigns created specifically for the segment, and employing bilingual staff at its branches and Member Information Center. Vantage West has established strong partnerships with various organization such as the Tucson Hispanic Chamber of Commerce, the Consulate of Mexico in Tucson, Chicanos por la Causa, and La Frontera Arizona, and is actively engaged in local events that are meaningful to the Hispanic community in Tucson and southern Arizona.

Vantage West was the first credit union in Arizona and the Mountain West to receive the Juntos Avanzamos designation in 2015, confirming its commitment to serving Hispanic members.

About Vantage West Credit Union

Vantage West Credit Union is a \$1.7-billion financial institution in Arizona, which serves a growing membership of more than 145,000. Vantage West has 17 branches in Pima, Pinal, Maricopa and Cochise counties and serves its vast global membership via online channels, as well. Vantage West is a full-service financial institution, offering consumer and business loans, credit cards, and deposit products, as well as retirement accounts and other financial services. Vantage West is federally insured by NCUA. vantagewest.org