



# PRESS RELEASE

## Pima Federal Credit Union Receives Diamond Award for Outstanding Marketing Achievements.

**Tucson, Arizona – April 24, 2023** – Pima Federal Credit Union (Pima Federal) is pleased to announce they are the recipients of a Credit Union National Association (CUNA) Diamond Award. This prestigious award is presented by the CUNA Marketing & Business Development Council, a national network comprised of over 1,200 credit union marketing and business development professionals. Awards are given in each of 35 categories ranging from advertising to community events and beyond.

Pima Federal won the One-Time Event category for the credit union’s 2022 Great Auto Loan Giveback campaign. This campaign was developed to give back to their membership in a time when both vehicle and gas prices were on the rise. The Grand Prize Winner walked away with a \$25,000 payment made on her truck loan, and the five secondary winners will have their auto loan payment made by Pima Federal throughout 2023.

Pima Federal Vice President of Marketing, Jennifer Overpeck stated, “This campaign was unique for our credit union. Inflation had been rising and we knew we wanted to do something special to give back to our membership and community ahead of the holidays. Announcing the great news to winning members really tugged at our heartstrings. To be able to make such a significant, direct impact on the financial lives of members was truly unforgettable.”



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## **ABOUT PIMA FEDERAL CREDIT UNION**

Pima Federal Credit Union has been serving the Greater Tucson community since 1951 as a not-for-profit cooperative. The credit union now has eight branches within Pima and Apache counties and proudly serves over 62,000 members. As a credit union, earnings are returned to its membership through market-leading interest rates and lower service fees. Pima Federal is committed to providing the highest possible value by offering relevant products and services, the latest in technology features, and superior personal service. The credit union is dedicated to helping community members reach their dreams of homeownership, start their own business, and achieve their personal financial goals. To learn more, visit [www.pimafederal.org](http://www.pimafederal.org). Federally Insured by NCUA.

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