

Contact:
Lindsay Orange
Marketing Supervisor
Commonwealth Credit Union
502.564.4775
lorange@cwcu.org

FOR IMMEDIATE RELEASE

Commonwealth Credit Union Wins National Award for Website Redesign

Frankfort, KY (*June 10, 2022*)- Eye-catching. Easy to navigate. Works across various platforms. These are just some reasons Commonwealth Credit Union has been awarded a prestigious Marketing Association of Credit Unions (MAC) Award for its website redesign. The overhauled site, which officially launched in January of 2021, took the top award in this category.

“Our old website fit the bill for when it was created, but was showing the effects of time passed,” said Karen Harbin, President/CEO of Commonwealth Credit Union. “We have always been a technology-forward company and knew to best meet the needs of both new and existing members, an update was necessary. I applaud our team for a truly transformative final product and MAC for recognizing this excellence in website redesign with the first place gold award.”

The Marketing Association of Credit Unions (MAC) was created for marketers by marketers and has been serving as a resource for credit union marketing professionals for over 25 years. MAC’s core goal is to provide opportunities for credit union markets to develop, grow, and excel. The MAC Awards have been recognizing outstanding marketing achievements since 1986.

Earlier this year, Commonwealth Credit Union’s website was honored with a Diamond Award, which recognizes and rewards creative excellence and outstanding results in credit union marketing. The credit union’s Marketing Team has also won awards for complete campaigns, membership marketing, commercials, and community events. The 2022 award is this team’s third MAC award, receiving the gold level achievement each time. To view Commonwealth Credit Union’s award-winning website, visit www.ccuky.org.

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Established in 1951, Commonwealth Credit Union currently serves over 115,000 members. Anyone who lives, works, worships, goes to school, or volunteers in one of 25 eligible counties in the Louisville Metro and Bluegrass Regions of Kentucky can bank at Commonwealth Credit Union. Commonwealth Credit Union is the Official Credit Union of the University of

Louisville.

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