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**Extra Credit Union Receives Diamond Award for Outstanding Marketing, Business Development Achievements**

**Warren, Mich.** – Extra Credit Union was recently honored with a national Diamond Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was 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.

Extra Credit Union won the award in the “Outdoor” category, which recognizes the credit union’s marketing efforts using its new Mobile Experiential Unit. The unit was unveiled at its 65<sup>th</sup> anniversary celebration last June, as well as at SterlingFest and the Warren Birthday Bash last summer.

After testing out a version of the Mobile Experiential Unit through a rental from a local company over the summer of 2018, Extra Credit Union decided to purchase one and modify it with its own branding and style. Visitors to the festivals enjoyed an air-conditioned space to cool off while enjoying a game and viewing the credit union’s recent commercials on a TV screen inside the unit. Outside, they could play putt-putt golf, enjoy freshly made popcorn, grab some cash inside the Cash Tornado and get a prize and information on the credit union’s products and services at the end—all for free.

“We were really excited to create this mobile unit that we can take to community events like festivals, but also school events like football tailgates and others that support our mission as a credit union,” said Ruthann Varosi, marketing manager at Extra Credit Union. “The unit allows us to take our marketing out to the people, further reaching and helping those out in the community who need our products and services and who can really benefit from them. We are all about helping as many people as possible and our mobile unit is a fun and creative extension of that effort.”

The Diamond Award is the third award the credit union received in 2019 recognizing its efforts with its Mobile Experiential Unit. The other awards include the Louise Herring Award and the Innovation Award, both from the Michigan Credit Union League (MCUL).

“It’s an honor to bring recognition to some of the best-of-the-best in credit union marketing and business development,” said Amy McGraw, diamond awards chair and VP marketing/chief experience officer at Tropical Financial CU. “Thank you for joining us to celebrate the remarkable achievements of your peers and gather ideas to elevate our profession.”

CUNA Marketing & Business Development Council celebrated Diamond Awards Week by announcing winners in 35 categories through a series of daily virtual awards ceremonies. Turnout was outstanding for this year’s award competition with 1,295 entries submitted. Six credit unions won Best of Show Awards, 93 won Category’s Best Awards and 255 won Diamond Awards. For more information on the Diamond Awards or to view the entire list of winners on [CUNA’s website](#).

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**Extra Credit Union** ([www.extracreditunion.org](http://www.extracreditunion.org)) was founded in 1954 by a group of educators with \$856 in assets. Today, with two full-service offices in Warren and Sterling Heights, Mich., Extra Credit Union (ECU) has nearly 20,000 members and \$238 million in assets. Extra Credit Union works with the local community and educators to provide hands-on learning, financial fundamentals, and customized services to help students and educators make good financial decisions. In addition, ECU provides solution-based lending and credit education programs to open lending possibilities to people of all credit backgrounds in Macomb, Oakland, St. Clair and Wayne counties. Deidra M. Williams serves as President/CEO, leading the credit union in its mission.