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FOR IMMEDIATE RELEASE

Health Advantage Credit Union Receives Three Prestigious CUNA Diamond Awards for Outstanding Marketing Achievements

[Saginaw, MI - July 1, 2020] Health Advantage Credit Union, was recently honored with three Diamond Awards, in the marketing, advertising and branding categories from the Credit Union National Association (CUNA) Marketing & Business Development Council, which annually recognizes outstanding marketing and business development achievements in the credit union industry.

Health Advantage received Diamond Awards for Logo Transformation, Re-Brand/New Corporate Identity, and Outdoor Advertisement.

"It's an honor to achieve industry recognition for our work in changing our name and the rebranding of our credit union from Saginaw Medical Federal Credit Union to Health Advantage Credit Union. We believe our new name and brand reflects our history, legacy, philosophy of service, and commitment to our Membership," said Laura Crase, President and CEO of Health Advantage Credit Union. "We are extremely proud of our accomplishments, the Diamond Awards are not easily earned, and we are honored to have received three."

CUNA Marketing & Business Development Council celebrated Diamond Awards Week June 1-5 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. For more information on the Diamond Awards or to view the entire list of winners, visit <https://www.cunacouncils.org/events-calendar/mbd-awards/>.

About: Health Advantage Credit Union has been taking care of the healthcare community and their families since 1970. The credit union offers financial services to employees, independent contractors, or self-employed persons who regularly work in the healthcare industry in the State of Michigan. Today the credit union is 12,000 members strong with two branch locations. For more information about Health Advantage Credit Union, visit www.healthadvantagecu.com.

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