



## Media Contact

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## Blue Takes Home Five CUNA Diamond Awards

Cheyenne, WY - Blue Federal Credit Union is thrilled to announce they are the winners of a total of five Credit Union National Association (CUNA) Diamond Awards. The awards were presented at this year's CUNA Marketing and Business Development Annual Conference held in March at the Westin Bonaventure Hotel in Los Angeles, CA.

The award won included the following categories: 'One Time Event' for the 70<sup>th</sup> Anniversary celebration held in June 2021, 'Annual Reports' for the 2020 Annual Report, 'Video Commercial' for the 'Blue It' TV commercial and 'Multifaceted' for the 2021 Blue Foundation Golf Tournament Series. To top it off, the business development team brought home the Category's Best award for 'Business Development Efforts'.

"We beat out other organizations for awards that were many times bigger than Blue with a lot more firepower", said Business Development Manager Kylee Sara. "We did this by focusing on relationships. We believe that people do business with people they know, like, and trust. Investing in and with our business partners as community connectors is what sets Blue apart."

An award-winning credit union, Blue has now won well over a dozen regional and national awards throughout this last year in addition to the three CUNA Diamond Awards from the previous year. To discover if you are eligible for membership with an award-winning credit that will serve as your lifelong champion, visit <https://www.bluefcu.com/belong/who-can-join>.

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Blue Federal Credit Union is a not-for-profit financial institution serving communities across Wyoming and Colorado as well as members worldwide. Our purpose is to create a true cooperative connected to and inspired by the communities we serve and to help discover new pathways to realize your possibilities. To learn more about joining Blue, visit [bluefcu.com/join](https://www.bluefcu.com/join).