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# Press Release

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FOR IMMEDIATE RELEASE  
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## **FCUL, FCUL SERVICE GROUP TAKE HOME SIX SERVICE INDUSTRY ADVERTISING AWARDS**

TALLAHASSEE, FLA. - The Florida Credit Union League (FCUL) and the FCUL Service Group, Inc. have been recognized for their communications and marketing efforts by the Fifth Annual Service Industry Advertising Awards (SIAA), placing first in two categories, second in two categories, and third in two categories.

The following efforts were nationally recognized by the SIAA:

*Publication designed In-house, Financial Services:*

**Gold** **Florida Credit Union News** (quarterly magazine)

*Brochure, Financial Services:*

**Gold** **Survey Says!** (brochure included with 2007 member dues packet)

*Direct Mail, Professional Services:*

**Silver** **Telecom Recovery Webcast Promo** (postcard)

*Logo/letterhead design, Financial Services:*

**Silver** **Florida Credit Union Foundation logo**

*Brochure, Professional Services:*

**Bronze** **2007 KNOWMORE Learning Opportunities**

*Total Advertising Campaign, Professional Services:*

**Bronze** **2007 Annual Convention & Exposition** (The Real Bond theme)

“Our communications and marketing teams are top notch,” said Guy Hood, FCUL President/CEO. “With our members in mind, they have made winning awards for our communications and marketing efforts commonplace.”

The Service Industry Advertising Award is the only advertising award program that recognizes the achievements of the service industry. More than 250 advertising agencies and 800 service institutions participated in the Fifth Annual SIAA Awards and nearly 2,000 entries were received for consideration. A national panel of judges awarded 232 Gold Awards, 183 Silver Awards, and 147 Bronze Awards – reviewing each entry for execution, creativity, quality, consumer appeal, and overall break through advertising content. Additional winners included: American Eagle, McDonald’s Corporation, Sallie Mae, and Verizon Wireless. A complete listing of winners can be reviewed at [www.siaawards.com](http://www.siaawards.com).

*(The Florida Credit Union League is a Tallahassee, Florida-based statewide trade association offering a myriad of services focused on meeting the current and future needs of Florida's credit unions. It is the mission of the Florida Credit Union League to ensure an operating environment in which credit unions will thrive.)*

*(The FCUL Service Group, Inc. is a wholly owned subsidiary of the Florida Credit Union League. The mission of the FCUL Service Group, Inc. is to develop, market, and provide proven business solutions to credit unions in and out of Florida. From adding new products to improving existing products, FCUL Service Group, Inc. is committed to developing and providing the most cost-effective and cutting-edge products and support services that benefit credit unions and position them to be competitive in today's fluid market.)*

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