

GEORGIA CREDIT UNION

*Affiliates*

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**FOR IMMEDIATE RELEASE**

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## **GEORGIA RESIDENTS LEARN ABOUT CREDIT UNION SAFETY AND SOUNDNESS**

Duluth, GA (December 9, 2008) –To reassure Georgia residents that they still have options for a safe place to put their money, Georgia Credit Union Affiliates has created an all-out media campaign to make Georgians aware of the safety and soundness of credit unions.

The statewide campaign kicked off in early November with billboard, print and radio advertising in metro cities throughout the state, reaching millions of Georgia consumers.

“This has been a prime opportunity for credit unions to get the word out about the unique position credit unions have in the financial services industry and how people can rest assured that Georgia credit unions are safe, secure and ready to lend,” said Eric Jenkins, senior vice president of credit union growth services at Georgia Credit Union Affiliates (GCUA). “I’m pleased that our efforts have clearly communicated the security consumers can have when using a credit union.”



GCUA enlisted the support of financial guru Dave Ramsey of the nationally syndicated *The Dave Ramsey Show* to endorse Georgia credit unions in a 30-second spot that aired statewide for several weeks throughout his consumer financial advice show and during other radio programs. Capturing the attention of Georgia sports fans, GCUA had a presence at the sold-

out opening game for the Atlanta Hawks basketball team when they played the Philadelphia 76ers. Credit union representatives gave away T-shirts, stress relievers and other materials to tout the credit union message. Additionally, messages were displayed on the score board throughout the game to inform fans about credit unions.

The campaign continues to reach Georgians throughout the month of December by capturing the attention of commuters utilizing metro Atlanta's MARTA transit system. MARTA logs over 7 million passenger trips per month, and travelers to the city's most popular entertainment, transportation and business areas view messages on 134 digital boards located in all 38 MARTA rail stations. These messages include tag lines such as "Nearly 2 Million Georgians Belong to a Credit Union. Do You Belong?" and "Belonging to a Credit Union is Easy. Your Money Will Thank You." Each of the messages reminds viewers that deposits at credit unions are federally insured by the NCUA and directs them to visit [www.georgiacreditunions.org](http://www.georgiacreditunions.org).

Credit unions have enhanced the Affiliates' statewide awareness efforts by spreading the word locally about credit unions' safety and soundness. They have displayed posters in their lobbies, distributed stuffers and tent cards to members, as well as added Web banners to their Web sites and sent HTML email messages to their members.

### **About Georgia Credit Union Affiliates**

Georgia Credit Union Affiliates (GCUA) is comprised of three state support organizations—Cooperative Services, Inc., Georgia Central Credit Union and Georgia Credit Union League. Georgia Credit Union Affiliates is a trade association that provides advocacy, educational, operational and marketing support for Georgia credit unions. There are 175 credit unions in Georgia, with total assets of \$12 billion, serving over 1.8 million members.

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