**FOR IMMEDIATE RELEASE**

# **CrossState announces 2023 MIC Marketing Award Winners** Awards celebrate innovation and excellence in credit union marketing

**HARRISBURG, PA and HAMILTON, NJ (July 26, 2023) –** This week at the Evoke Virtual Marketing conference, an event focused on specialized content designed especially for credit union marketers, CrossState Credit Union Association honored member credit unions from New Jersey and Pennsylvania with the MIC Awards. Judges selected ten individual winners from 26 different credit unions in five categories.

**Dot Com –** Commending credit union websites with a cohesive design, simple navigation, financial education, online application tools, and compelling promotional material. Winning sites are eye-catching, user-friendly and provide members with up-to-date financial information and resources.

* Bay Atlantic FCU (tie - up to $75M)
* Blue Chip FCU (tie - up to $75M)
* Choice One Community FCU ($75 - $200M)
* Cross Valley FCU (over $200M)

**Extra! Extra! –** Honors a credit union's ability to showcase its mission, activities, and promotions in its newsletter.

* Bay Atlantic FCU (tie - up to $75M)
* North East Welch FCU (tie - up to $75M)
* Liberty Savings FCU ($75 - $200M)
* American Heritage CU (over $200M)

**Post, Pin, Share & Like -** Celebrates the outstanding use of social media for an event to create brand awareness, drive traffic, engage targeted audiences, and establish brand champions.

* North East Welch FCU (up to $75M)
* CHROME FCU ($75 - $200M)
* Cross Valley FCU (over $200M)

**The Chronicle** – Lauds a credit union's creative expression of operations and financial data in an annual report, a chronicle, per se, of activities, member service, and successes over the past year.

* Blue Chip FCU (up to $75M)
* White Rose CU ($75 - $200M)
* Merck Sharp & Dohme FCU (over $200M)

**The Whole Enchilada** - Recognizes a brilliantly planned and executed integrated marketing campaign. The campaign must have a cohesive style and well-developed strategy that provides an integrated, captivating experience for the targeted audience and be delivered across at least three marketing platforms.

* Blue Chip FCU (up to $75M)
* Liberty Savings FCU ($75 – $200M)
* American Heritage CU (over $200M)

**The Show Stopper** – This winner in another category exceeded the judges' expectations with their marketing project and secured the best in show honor.

* White Rose Credit Union for Annual Report (The Chronicle)

CrossState Credit Union Association congratulates the winners of the 2023 MIC Awards. Highlights of the winning projects can be found [here](https://issuu.com/crossstatecua/docs/2023micawardslookbook).

***About CrossState:***

*Based out of Harrisburg, PA, and Hamilton, NJ, CrossState Credit Union Association is a trade association that provides legislative, promotional, educational, and operational support for credit unions throughout New Jersey and Pennsylvania. Serving nearly 500 credit unions with combined assets of $88 billion and 5.7 million members, CrossState is one of the country's largest regional credit union associations, providing a strong, vibrant climate for credit unions. To learn more about the benefits of credit unions, visit* [*CrossState.org.*](https://www.crossstate.org/)

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