



Interra Credit Union Wins Prestigious Diamond Award for Excellence in Marketing

IMMEDIATE RELEASE, April 7, 2025 – Interra Credit Union was recently recognized for their marketing efforts by winning a Diamond Award at this year's America's Credit Unions' annual Marketing & Business Development Council conference held in Austin, Texas.

The Diamond Award represents the highest honor in credit union marketing and business development, recognizing excellence among credit unions nationwide. Competing against 1,400 entries from across the country, Interra was awarded in the Ongoing Event category for its record-breaking 30th Anniversary of Hometown Giving.

"The 30th year of Interra's Hometown Giving is a testament to the vision and generosity of those who started this special outreach three decades ago. Today it takes more than 35 volunteers to help coordinate each year's fundraising," stated Meegan Siegwarth, Vice President, Senior Marketing Manager. "In just the last five years, we've been able to raise and donate over \$200,000 alone, supporting more than 50 nonprofit charities that strengthen our communities. It's truly the great hearts of Interra's staff, our members, and the community that make this incredible impact possible year after year. Interra's Marketing team takes great pride in crafting campaigns that not only engage our staff but also strengthens our connection with the communities we serve," she added.



About Interra Credit Union.

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$1.9 billion. The credit union's field of membership spans 24 counties in northern Indiana, with more than 325 full and part-time employees serving nearly 90,000 members. Interra currently operates 16 offices in Elkhart, LaGrange, Kosciusko, Marshall, and Noble counties in Indiana and via robust electronic services at interracu.com.

#

For more information, contact Meegan D. Siegwarth, Vice President, Senior Marketing Manager
meegans@interracu.com or 574-534-2506 ext. 7159.