



Interra Earns National Recognition at 2025 MAC Conference for Excellence in Digital and Print Newsletters

IMMEDIATE RELEASE, November 3, 2025 – Interra Credit Union is proud to announce its recent success at the 2025 MAC Conference, hosted by the Marketing Association of Credit Unions (MAC) in Fort Lauderdale, Florida. The annual conference brings together hundreds of credit union marketing professionals from across the country to collaborate, learn, and celebrate creative excellence through the prestigious MAC Awards.

Interra earned national recognition at the event, taking home awards for both its digital and print newsletters. The honors highlight the credit union's ongoing commitment to connecting with its members through engaging, informative, and community-driven communication.

The digital newsletter was recognized for its innovative approach to content delivery, offering members accessible financial education, community news, and credit union updates in a visually engaging, mobile-friendly format. The print newsletter, meanwhile, received accolades for its strong design, approachable tone, and stories that capture the heart of Interra's members and community. Together, these awards demonstrate the credit union's dedication to blending tradition and technology to meet members where they are—online and in print.



"I am very grateful for Interra to be recognized with a 2025 MAC Award for our digital and print newsletters," said Matt Scarce, Chief Marketing Officer. "This one's for our amazing marketing team, whose passion for serving members shines through every word and design."

The 2025 MAC Conference, themed "Where Marketing Meets Margaritaville," offered an energetic atmosphere for learning and networking, featuring sessions on digital strategy, brand storytelling, and member engagement. Interra's marketing team attended workshops and presentations that provided valuable insights to help the credit union continue innovating in its outreach efforts.

These achievements underscore the credit union's ongoing commitment to member-centered marketing and communication. As a trusted financial resource serving Northern Indiana, Interra continues to focus on creating meaningful connections through every touchpoint, whether it's sharing stories about local impact, providing financial education, or developing new ways to serve its members better.

About Interra Credit Union.

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$1.8 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.

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