



## INTERRA CREDIT UNION WINS AWARD

June 11, 2020 – Interra Credit Union recently participated in the Credit Union National Association’s (CUNA) Marketing & Business Development Council Conference. Originally planned for March, the conference was postponed and held virtually the week of June 1-5.

In addition to training and round table discussions, the conference contains an awards segment called the Diamond Awards. A Diamond Award represents the pinnacle of credit union marketing and business development, comparing marketing deliverables to other credit unions. Competing against nearly 1,300 other entries and credit unions from across the nation, Interra won a Diamond Award for the popular “We Get It. We Live Here Too” marketing campaign. “The campaign highlights the personalization and uniqueness of our communities while having a little fun with the messages,” stated Meegan Siegwarth, Vice President of Marketing. ““We Get It’ resonated with the communities by creating extra social media buzz and even college articles,” said Siegwarth.

“Being recognized with a Diamond Award is an honor and reflection of the hard work and high level of commitment of our employees,” said Holly Nunemaker, Assistant Vice President and Marketing Director.

Interra, headquartered in Goshen, was chartered in 1932 and has assets of \$1.2 billion. The credit union’s field of membership spans 18 counties in northern Indiana, with more than 300 full and part-time employees serving nearly 87,000 members. Interra currently operates 15 offices in Elkhart, Kosciusko, LaGrange, Marshall and Noble counties in Indiana and via a suite of robust electronic services at [interracu.com](http://interracu.com).

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