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Democracy Federal Credit Union WINS CUNA Diamond Award!

Alexandria, VA– “We are honored to receive the Diamond Award for the Best One-time Event of our C Street Grand Opening,” exclaimed Ken Cahoon, Democracy FCU CEO/President. Congratulations to Democracy Federal Credit Union who won the Credit Union National Association (CUNA) Marketing & Business Development Council Award for the One Time Event Category for the C Street Grand Opening in May 2019!

The Diamond Awards represent the pinnacle of credit union marketing and business development that honor credit unions in 30 categories ranging from direct mail to website marketing to public relations and social media. Judges evaluated the 1,295 entries based on strategy, design, production, creative concept, copy, communication and results. Democracy FCU is honored to have taken home the award in the category of ‘One Time Event’ of the grand opening celebration of newest credit union branch, the C Street Branch, in Washington, D.C.



“This event was a team effort by our Delivery Channels Team that includes Mario Mejia, Allyson Teevan and Anet Rowe, who all did an excellent job in planning and executing the grand opening,” said Ken Cahoon. “A special thank you goes to the Marketing Team led by Allyson Teevan for coordinating with all of the vendors and creating such a buzz around our newest branch. There were an estimated of 650 people who gathered for the event waiting to hear our message of Financial Freedom for all, and to take advantage of our special promotions. We are thrilled to accept this award on behalf of the entire Credit Union.”

The event brought in more than 75 new share certificate promotions that totaled close to \$330,000! The event’s free food trucks, celebrity appearance by Hell’s Kitchen Winner, Chef Rock Harper, special promotions, give-a-ways, and more, earned a crowd of 650 attendees in a two hour period! The event was a huge success and was featured in many local publications.



To learn more about Democracy FCU membership and to find the branch nearest you, visit www.DemocracyFCU.org.

About Democracy Federal Credit Union

Democracy Federal Credit Union was founded in 1936 to serve the Social Security Board in Washington, D.C. and their families. Over its history, Democracy FCU has grown to serve members in Washington, D.C., Maryland, Virginia and Pennsylvania. Democracy FCU’s members work for U.S. Government agencies, other major employers, and/or live, work, worship, attend school, or regularly conduct business in the DC Metro area. To learn more about Democracy FCU, visit www.DemocracyFCU.org. Democracy FCU is Federally Insured by NCUA and an Equal Housing Lender.

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