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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Named Diamond Awards Recipient for Name Image Likeness (NIL) Partnership

Annual industry marketing and public relations awards program recognizes Unitus

Austin, Texas, March 26, 2025 – Unitus Community Credit Union was among 180 credit unions nationwide named as winners of the prestigious Diamond Award – the Marketing, PR & Development Council’s annual competition for marketing excellence.

Unitus earned its Diamond Award in the “Community Partnerships & Relations, Endorsements or Name Image Likeness (NIL) Efforts” category. The Council celebrated Unitus’ partnership with the credit union’s 2024 Community and Financial Ambassador, Dillon Gabriel. Throughout the partnership, Mr. Gabriel hosted a financial education series on Unitus’ social media channels, inspiring his fan base to come up with a financial plan of their own. Unitus’ Marketing and Brand Development team produced the content with Mr. Gabriel.

The Marketing, PR & Development Council of America’s Credit Unions also announced the list of all winners for its annual Diamond Awards, recognizing the best marketing campaigns in the credit union industry from the past year. Credit unions, advertising agencies, and associations submitted 1,400 submissions for the prestigious awards. In all, 180 organizations from 42 states were selected as winners.

“We’re honored to be in such good company with our Diamond Award, and we are especially proud of the support we could provide Dillon during his time as a college athlete,” said Lori Fink, AVP Marketing and Brand Development. “This award is truly a reflection of all the hard work and out-of-the-box thinking from our team and our partners. The creativity behind this effort helped Unitus reach new audiences, educate the public, and provide a new model for collaboration. In addition, Dillon was such a wonderful ambassador for our credit union, and we are delighted that other organizations are seeing that impact and celebrating our success.”

“We are truly thrilled to celebrate Unitus Community Credit Union and the other Diamond Award winners with such a prestigious recognition,” said Lesli Bishop, Co-Chair of the Diamond Awards and Chief Marketing Officer at Family Savings Credit Union in Gadsden, Ala. “These credit unions not only reflect the core values of the credit union movement, but they exemplify the forward-thinking and innovative strategies within our industry.”

For more than 30 years, the Diamond Awards have celebrated excellence in credit union marketing.

About Unitus Community Credit Union

At Unitus, we’re dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.



About America's Credit Unions

America's Credit Unions is the unified voice for not-for-profit credit unions and their more than 140 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to protect, empower and advance credit unions and the people and communities they serve. For more information about America's Credit Unions, visit AmericasCreditUnions.org.

About Councils

Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 8,000 credit union professionals. For more information, visit americascreditunions.org/councils.