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FOR IMMEDIATE RELEASE

Unitus Community Credit Union wins Diamond Awards for marketing amid record-breaking competition

Tigard, Ore., April 7, 2026 – Unitus Community Credit Union was among 181 credit unions nationwide winning the prestigious [Diamond Awards](#), America's Credit Unions Marketing, PR & Development Council's annual competition recognizing excellence in credit union marketing.



Unitus received the following recognition:

- Annual Reports — "2024 Annual Report"
- Ongoing Efforts — "Unitus' Annual El Festival de Mariachi"

America's Credit Unions Marketing, PR & Development Council [announced the winners of this year's Diamond Awards](#), recognizing the most effective and innovative marketing campaigns across the credit union industry.

This year's competition drew a record of 1,481 submissions, with 181 organizations from 42 states

elected as winners. In total, 330 awards were distributed, reflecting the exceptional quality of work produced by credit unions nationwide.

"We are honored to be recognized among the best in the industry," said Lori Fink, Assistant Vice President for Marketing and Development at Unitus. "This award reflects our team's commitment to delivering meaningful value to our members and telling the credit union story in impactful ways."

Jon Caplan, Unitus Marketing Manager, accepted the awards during the America's Credit Unions Marketing, PR & Development Council Conference in late March in Denver.

"We are proud to recognize Unitus and this year's Diamond Award winners for their entries that deliver both creativity and results," said Lorrell Bellotti, Diamond Awards Co-chair and Chief Marketing Officer at Western Vista FCU in Cheyenne, Wyoming. "These entries demonstrate an understanding of the people we serve and strategic execution that delivers measurable impact."

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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 106,000 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, representing more than 95% of the industry's assets and their more than 145 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to advance, empower, and protect 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 7,000 credit union professionals. For more information, visit americascreditunions.org/councils.