



---

Firelands Federal Credit Union | Mailing Address: P.O. Box 8005, Bellevue, OH 44811 | Phone: 1-800-276-5775

**FOR IMMEDIATE RELEASE**

**Contact:**

Melanie Myers, Communications Director  
Firelands Federal Credit Union  
Phone: 567-805-4205  
Email: myersm@Firelandsfcu.org

April 2, 2024

**Firelands FCU Named Diamond Awards Recipient amid Record-Breaking Competition**

LAS VEGAS – Firelands Federal Credit Union (FCU) was among 168 credit unions nationwide named as winners of prestigious Diamond Awards – the Marketing & Business Development Council’s annual marketing excellence competition.

Firelands FCU received the recognition for their “Community is Our Why, Firelands FCU 2022 Annual Report” submission.

The Marketing & Business 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 a record 1,451 submissions for the prestigious awards. In all, 168 organizations from 44 states and the District of Columbia were selected as winners.

“This recognition is a testament to our commitment to excellence in marketing and our dedication to providing impactful communication to our members. We are grateful for this acknowledgement and look forward to continuing our innovative approach to sharing the Credit Union story,” offered Kelly Steele-Moore, VP of Marketing at Firelands FCU.

“We are absolutely delighted to honor Firelands FCU and the other 167 winners with this level of recognition,” said Lesli Bishop, Diamond Awards chair and Chief Marketing Officer at Family Savings Credit Union in Gadsden, Ala. “It’s evident that these credit unions not only embody the spirit of the credit union movement but also propel it forward with their innovative approaches.”

This year’s Diamond Awards marked a milestone, celebrating 30 years of excellence in credit union marketing and setting a new record with over 350 awards distributed – underscoring the exceptional quality of marketing work being produced by credit unions nationwide.

###

**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 Union, visit [AmericasCreditUnions.org](http://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 for executives while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 8,500 credit union professionals. For more information, visit [cunacouncils.org](http://cunacouncils.org).

**About Firelands FCU:** Firelands Federal Credit Union had its humble beginnings in 1955, when seven Nickel Plate Road employees joined together to form a financial savings club. When officially chartered in 1957, the credit union was open only to railroad employees, but in 1970, opened its membership to include anyone who lives or works in Erie, Huron and Crawford counties. Today, Firelands FCU serves over 35,717 members.

As a member-owned credit union, the earnings on Firelands FCU's business activities are returned to the member-owner in the form of higher earnings on savings, lower rates on loans, and a wide range of related financial services at the lowest possible cost. Learn more by visiting: [www.firelandsfcu.org](http://www.firelandsfcu.org).