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CONTACT:

Alison Barksdale, Marketing Director
972-778-0661 x-290
alisonb@homeloancu.com
www.cumembers.com

CU Members Mortgage Awards City Credit Union with 2011 Q1 Marketing Achievement Award

CU Members Mortgage hands out first marketing achievement award of 2011 to City Credit Union for wall-to-wall "Home Zone" mural that promotes its mortgage department.

DALLAS, TX – March 2, 2011 – To gain additional attention to its mortgage department, City Credit Union (\$218 million; 34,794 members; Dallas, TX) has created a giant, wall-to-wall mural in its headquarters labeling the area: "Home Zone." As a result, the massive Home Zone mural, which is in plain view of the credit union's busy teller line, has won CU Members Mortgage's 2011 Q1 Marketing Achievement Award. CU Members Mortgage hands out its Marketing Achievement Awards to credit union partners on a quarterly basis.

"We are thrilled to have won," says LaTaunya Williams, Director of Brand Innovation for City Credit Union. "It means a great deal to us to win this award. This mural project was created as a major branding effort to increase the attention toward our mortgage department, letting our members know that we're still here ready to serve them when they need assistance purchasing a home."

Williams says the mural, which took a few weeks to complete, was created during the credit union's recent remodel. It is full of bright colors – bands of yellow, orange, and red – with a large, generic Home Zone graphic for members to see while waiting in the teller line. The mural's copy informs members about City Credit Union's various mortgage products that it can provide them.

"So it not only grabs your attention, it also tells our members about what our mortgage department offers them," she says. "It's generated a lot of feedback – all positive. I mean, you can't miss it. It covers the entire wall."

“We enjoy seeing the creative projects our credit union partners create promoting their mortgage businesses,” states Linda Clampitt, Senior Vice President of CU Members Mortgage. “City Credit Union certainly deserves all the credit for coming up with a project that has generated plenty of attention for its mortgage department. For this great effort, they deserve our first Marketing Achievement Award for 2011.”

About CU Members Mortgage

Founded in 1982 as a division of Colonial Savings, Dallas-based CU Members Mortgage provides comprehensive mortgage services to more than 1,000 credit unions, CUSOs, and leagues nationwide. CU Members Mortgage originates more than \$2 billion in FHA, VA, and conventional loans each year. With a portfolio of \$14 billion, it is one of the largest servicers of mortgage loans in the United States. Advanced technology, including a dedicated website with an online mortgage application that delivers confirmation in minutes, makes CU Members Mortgage one of the industry’s leading resources for mortgage services. The company is privately held and has branches located nationwide. For more information, visit: <http://www.cumembers.com>.

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