

News Release

“True North Strong” campaign earns Northern Credit Union 16 national marketing awards

For Immediate release

Sault Ste. Marie, ON (May 29, 2014) — Northern Credit Union (Northern) received 16 national marketing awards during the annual Marketing Association for Credit Unions’ (MACU) Strategic Marketing Conference in Montreal on Tuesday, May 27.

Northern won the most awards of any credit union, including 11 Achievement in Marketing Excellence (AIME) Awards at Tuesday’s awards gala. Attracting entries from credit unions across Canada, the AIME Awards recognize the best and brightest achievements in credit union marketing, advertising and communications.

Northern received awards for the coordinated campaign launch of the new Northern brand – True North Strong – and its banner TV spot. Northern’s campaigns also took top honours in these categories: Direct Marketing, Special Events, \$3,000 Shoestring Award, Electronic Marketing, Image Enhancement, Outdoor, Posters & Point of Purchase, Radio, TV and Website.

In addition, Northern received five Achievement in Marketing (AIM) Awards for the categories of Direct Marketing, Outdoor, Posters & Point of Purchase, Radio and TV.

“We are thrilled that MACU has recognized the high quality of the campaigns that Northern has developed,” says Al Suraci, Northern’s CEO. “We are extremely proud of our True North Strong philosophy and the communities that inspired its creation. It captures perfectly what we and our members stand for.”

Northern worked hand-in-hand with Central 1 Credit Union’s marketing & creative services team and creative agency Dead Famous to develop the new brand and its now award-winning presence.

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About Northern Credit Union

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 55,000 member shareholders.

Serving 23 communities, Northern is committed to educating members in financial



literacy and providing tools to achieve financial goals. For more information, please visit www.northerncu.com

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