



May 8, 2019

FOR IMMEDIATE RELEASE

HAMILTON – Tandia Wins National Marketing Awards

Tandia Financial Credit Union was recently in the spotlight at the AIME Awards Gala hosted at the Canadian Credit Union Association's 2019 Conference for Canada's Credit Unions held in Winnipeg Manitoba on the evening of Monday May 6. The AIME Awards recognize the country's best and brightest Credit Union 'Achievements in Marketing Excellence' (AIME). This year's awards competition received dozens of entries from credit unions across Canada.

The AIME awards are rated by a panel of independent judges on an 'excellence' point system, with finalists graded as AIME (achieving a score of 85 or higher) and AIM (achieving the next highest score). Entries represented 15 different categories including: Annual Report, Coordinated Campaign, Electronic Marketing, Image Enhancement, Radio, Television and Website.

Tandia Financial Credit Union won two awards for two 2018 marketing success stories: an **AIME Award for Radio Advertising** and an **AIM Award for Indoor or Outdoor Advertising**. Richard Davies, President and CEO attended the Gala along with Rachel Osborne, AVP Marketing & Business Development and Jane Morreale, Manager, Communications.

Tandia wishes to acknowledge the strategic and creative contribution of our agency, The Township, the support of our Board and management and the hard work of our marketing and member service teams for all contributing to these national marketing recognition achievements.



Jane Morreale, Richard Davies, Rachel Osborne

For more information, please contact:

Rachel Osborne, Associate Vice President, Marketing & Business Development
1.800.598.2891 ext. 1172
rachel.osborne@tandia.com

Tandia Financial Credit Union is a cooperative financial institution with a vision to be the financial services provider of choice in its communities and a continued commitment to serve education and government employees in Ontario. Tandia partners alongside its members each and every day to help them build a healthy and prosperous future. With a branch network that extends from Brant County through Greater Hamilton, Halton and the GTA, Tandia serves over 29,000 members, employs over 140 staff and administers approximately \$1.2 billion in assets.