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Ardent Credit Union Launches 2023 Pet Contest

Winner to Receive Prize Package and to Serve as Spokespet for Local Financial Cooperative

PHILADELPHIA, Pa. (Jan. ##, 2023) – Ardent Credit Union (Ardent), announced the launch of its third annual Picture Perfect Pet photo contest on Monday, January 23. Last year, nearly 1,000 people cast their vote on social media and out of 84 total submissions, Fiona, a three-legged Great Pyrenees rescue, was crowned Ardent’s Pet of the Year.

“We’re always excited when the pet contest rolls around. It’s a fun way to engage with our members and the communities we serve,” Rob Werner, President and CEO of Ardent, said. “At Ardent, we recognize that our pets are part of our families and that we all want to take care of them in the best way we can. That’s why we offer unique services to pet owners such as Lend-a-Paw, a line of credit to help with unexpected expenses. Every year, we’re thrilled to welcome the winner of our pet photo contest as our Lend-a-Paw ‘spokespet.’”

With an interest rate of 9.99%, Lend-A-Paw is considered a low-rate alternative to credit cards that provides on-demand access to up to \$5,000 to help pay for all the unexpected costs of being a pet parent. There is no set term or annual fee, and Ardent members can open their line for free *before* any expenses arise.

“When we saw the contest last year, we jumped at the chance to let our undiscovered model girl shine and to create some memories with our now 7-year old dog, especially knowing that as a senior dog missing a limb our time with her is not unlimited,” Cassie Plumley, Fiona’s owner, said. “These amazing images that now plaster our home and we are so grateful to Ardent for giving our family this opportunity, as this gift will truly last a lifetime.”

Entry for the contest, which is not limited by species, will run through February 5. Entrants must submit a photo of their pet and briefly tell their pet’s story. Submissions can be made at (ardentcu.org/petcontest). Ardent will then announce 10 finalists on their Facebook page on February 8.

Anyone can then visit Ardent’s Facebook page to vote for their favorite pet photo with a simple click of the “like” button. The pet with the highest number of likes by February 21 will be declared the winner.

The winning pet will be declared Ardent’s 2023 Picture Perfect Pet of the Year. Aside from bragging rights, the winner will receive a professional pet photoshoot, a prize pack and the chance to appear in Ardent’s pet-related marketing for the coming year.

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ABOUT ARDENT CREDIT UNION

Ardent Credit Union is a member-owned financial cooperative. Originally founded in 1977 by the employees of the SmithKline Corporation, Ardent has more than \$850 million in member assets. Headquartered in Philadelphia, Ardent serves Philadelphia, Montgomery, Delaware, Bucks and Chester Counties. For more information, visit ArdentCU.org or call 800.806.9465.