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ARDENT CREDIT UNION RECEIVES DIAMOND AWARD FOR OUTSTANDING MARKETING AND BUSINESS DEVELOPMENT ACHIEVEMENTS

*Philadelphia-Based Credit Union Takes Home Retail Merchandising Award
for New Flagship Location in Oaks, PA*

PHILADELPHIA, Pennsylvania (April 5, 2017) – Ardent Credit Union, a Philadelphia-based credit union, was recently honored with a **Diamond Award**, which recognizes **outstanding marketing and business development achievements** in the credit union industry.

The award was presented by the **Credit Union National Association (CUNA) Marketing & Business Development Council**, a national network comprised of more than 1,200 credit union marketing and business development professionals. Awards are given in each of 30 categories, ranging from advertising to community events and beyond.

Ardent was nominated in the “**Point of Sale Display and Retail Merchandising**” category and won “**Retail Merchandising**” for their Oaks, PA flagship location that officially opened on March 18, 2017.

“The impetus for the addition of our Oaks branch is to create an atmosphere of open and continuing conversations about financial wellness between our members and the Ardent team. Adding the latest technology raises the level of member experience, allowing for self-, assisted-, or full-service options. The interior design is deliberate, with large panel display and visual merchandising all carefully chosen and put in place to promote and to be used for ongoing financial wellness seminars – all of this in mind, to fill the void in the kind of service our members want and deserve,” says Ardent President/CEO, **Rob Werner**.
“With our Oaks branch, I believe we’re well on our way to achieving those goals.”

The “Point of Sale Display and Retail Merchandising” category judged credit unions based on the “overall strategy designed to enhance member awareness of credit union services, including – but not limited – to tent cards, lobby posters, Dura-trans, trade show booths, or SEG displays, including the sales environment, such as kiosks, ATMs, and self-service displays.”

“The credit union industry has no shortage of marketing and business development talent, but, as the name of the prize suggests, these professionals shine the brightest,” said **Amber Scott**, Chair of the CUNA Marketing & Business Development Council’s Diamond Awards Committee and VP Marketing & Communications at 1st MidAmerica CU. “Bold, inventive and fearless in the face of uncertainty, the 2017 Diamond Award winners inspire us to aim higher and try new approaches.”

Award winners were recognized at the council's 24th annual conference held from March 29 to April 1 in San Antonio, Texas. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunacouncils.org/awards.

For more information about **Ardent Credit Union**, or to schedule an interview with Ardent President/CEO, **Rob Werner**, please contact **Abby Littleton** at **(215) 627-4747** or via e-mail at al@neffassociates.com.

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Ardent Credit Union:

Ardent Credit Union, formerly known as Sb1 Federal Credit Union, is a bold, savvy, sophisticated, and hardworking credit union striving to make finances easier and more accessible for its members. With their innovative and unique offerings, they look to benefit members and lead them to long-term success. As a member-owned financial cooperative originally founded in 1977 by the employees of the SmithKline Corporation, Ardent Credit Union has more than \$600 million in total member assets. Ardent Credit Union is headquartered in Philadelphia, PA and serves Philadelphia, Montgomery, Delaware, Bucks and Chester counties. For more information, visit ArdentCU.org or call 800.806.9465.

CUNA Marketing & Business Development Council:

The CUNA Marketing & Business Development Council is a member-led community of marketing and business development professionals dedicated to providing relevant resources and tools essential for success to its members. The CUNA Marketing & Business Development Council is one of six CUNA Councils, a network of more than 6,800 credit union professionals. For more information, visit www.cunacouncils.org.