

---CREDIT UNION LETTERHEAD---

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FOR IMMEDIATE RELEASE:

**XYZ Credit Union wins
Louise Herring Philosophy-in-Action Member Service Award**

City, Mich. — Month dd, 2017 — The Credit Union National Association (CUNA) and the Michigan Credit Union League (MCUL) have announced that **XYZ Credit Union** is the Michigan state-level winner of the Louise Herring Philosophy-in-Action Member Service Award. CUNA’s Louise Herring Philosophy-in-Action Member Service Award is given to a credit union for its practical application of credit union philosophy within the actual operation of the credit union. It is awarded for internal programs and services that benefit the credit union’s members.

XYZ Credit Union’s award-winning program focused on [details/description of credit union’s award-winning efforts].

As a state-level CUNA Award winner, **XYZ Credit Union** will go on to compete against other state league winners for a CUNA National Award. CUNA National Award winners will be announced at the CUNA Governmental Affairs Conference in February 2018.

“Part of the credit union social mission is to give back to people and communities in imaginative and generous ways,” said MCUL CEO Dave Adams. “Yet, after all these years, it still never fails to amaze just how much imagination and generosity comes out of our member credit unions. We’re very proud of Michigan’s award-winners and wish them luck in the national competition.”

[Optional: More general information about the credit union (e.g., CU history, number of branches, number of members, other awards won, community or financial education programs, etc.)]

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About XYZ Credit Union

[Insert credit union boilerplate here.]