



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**  
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## **NAFCU SERVICES' FREE VIDEO ADS ARE A HIT NATIONWIDE**

WASHINGTON – NAFCU member credit unions across the country are promoting their financial institutions and extolling the virtues of credit unions with free, 30-second video ads made available by NAFCU Services Corporation ([www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices)). Since the videos were first offered in February, NAFCU Services has received requests from credit unions in over 20 states for 70 versions of the standard and customized ads, with more coming in each week. The ads are being used on Web sites, TV/cable, in lobbies and movie theaters.

“We’re very pleased with NAFCU members’ enthusiasm for these videos and the overwhelming positive feedback that continues to roll in,” said NAFCU Services President David Frankil. “As consumers look for financial institutions they can depend upon in this tough economic climate, these clever videos are effective tools to communicate the credit union message and build brand awareness at little or no cost. Credit unions are realizing that this is an opportunity they simply cannot pass up.”

“There is no expiration date on these videos. They are timeless ads that convey a universally positive message about credit unions, and we encourage other NAFCU members to jump on the bandwagon and build on the momentum of interest in credit unions,” Frankil added.

The ads were selected following a global competition, implemented by GeniusRocket ([www.geniusrocket.com](http://www.geniusrocket.com)), a firm that connects advertisers with creative professionals around the globe. The first-, second- and third-place videos can be found at [www.nafcu.org/video-ads](http://www.nafcu.org/video-ads).

The ads are available to NAFCU members on a license- and royalty-free basis, with the only potential cost being a set, one-time fee of \$150 to customize the ads for an individual credit union (payable to the ad designer). The majority of credit unions requesting ads have opted for customization, and samples of customized ads are available at [www.nafcu.org/video-ads](http://www.nafcu.org/video-ads).

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NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 29 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

NAFCU is the only national organization that focuses exclusively on federal issues affecting credit unions, representing its members before the federal government and the public.

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