

**FOR IMMEDIATE RELEASE**

Capital Credit Union

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**CAPITAL CREDIT UNION NAMED 2024 DIAMOND AWARDS RECIPIENT**

GREEN BAY, Wis. – Capital Credit Union has been named a winner of the America’s Credit Unions 2024 Diamond Awards out of a record-breaking 1,451 submissions. The Diamond Awards are awarded by the Marketing and Business Development Council of America’s Credit Unions for the best marketing campaigns across the credit union industry in 2023, highlighting creative excellence and outstanding results.

Capital Credit Union received the Re-Brand/New Corporate Identity Award for Brand Evolution, which was awarded for a brand re-design project led by Senior Digital Graphic Designer, Anders Goderstad.

"A brand’s identity is more than just recognition and trying to stand out in the market. It should also be a visual extension of a company’s core values and evoke an emotion," says Goderstad. "With Capital Credit Union’s brand refresh, I feel we have achieved both."

Steve Zich, Chief Marketing Officer at Capital Credit Union, echoes Goderstad’s sentiments.

"This accolade stands as a testament to our Marketing team's dedication and innovation," said Zich. "Their collective efforts along with our agency partner have done more than just elevate our brand identity—they've aligned it with the core essence of our organization's vision and mission. For their achievements and the impact they’ve made, I am immensely grateful."

The award ceremony for the 2024 Diamond Awards was held at Caesars Palace in Las Vegas, NV, on March 19<sup>th</sup>, where more than 170 credit unions across the nation were recognized.



*Capital Credit Union's 2024 Diamond Award - Photo by Anders Goderstad*

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Capital Credit Union, headquartered in Green Bay, Wis., has assets of more than \$2.47 billion. With branches located throughout Northeast Wisconsin, the credit union serves nearly 120,000 members and

supports non-profits in the greater Green Bay, Fox Valley, and Heart of the Valley areas, as well as Greenville, Oshkosh, Freedom, Shawano and Sturgeon Bay. You can find Capital Credit Union on Facebook, Instagram, TikTok and LinkedIn, or visit their website at [www.capitalcu.com](http://www.capitalcu.com).