



For everyday people. For life.

Media Contact

Amy Shanks

Office: 703.730.1800 ext.5425

ashanks@belvoirfcu.org

FOR IMMEDIATE RELEASE

1 Year Anniversary for Member Spotlight Program

Woodbridge, VA, January 6, 2011 — In January of 2010, Belvoir Federal Credit Union launched their Member Spotlight Program to capture members expressing how they felt about the credit union. In addition to filming member testimonials, Belvoir Federal simultaneously revealed an online posting board whereby members could submit comments to be posted on the credit union's Web site.

Each written and filmed testimonial illustrates how Belvoir Federal Credit Union supports many people during their financial life stages on a professional, courteous, and personal level. The Web site comments are divided into three sections – For People, For Events, and For Life, which incorporates the credit union's motto "For everyday people. For life." In all the commentary, whether done on video or written, Belvoir Federal demonstrates the essence of being a financial partner for their members.

The videos, which are filmed on a quarterly basis, are placed on the credit union's Facebook and YouTube social media sites, which have received over 100 views. In addition to these outlets, Belvoir Federal also hosts the Member Spotlight videos on their Web site. Since the inception of the Member Spotlight and Member Testimonial sections, there have been over 2,200 visits on these pages.

The third quarter Member Spotlight video was presented at the National Savings Forum of "America Saves" hosted by the Consumer Federation of America in Washington, D.C. in October 2010 by Jason Lindstrom, Chief Marketing Officer of Belvoir Federal Credit Union. This particular video was the first to highlight three generations in one family that utilize Belvoir Federal as their primary financial institution. Jason, who presented the video at the conference, commented "every person in attendance was awed by the member's sincerity on the video and applauded the credit union for our efforts to capture it." View Belvoir Federal's Member Spotlight videos at www.BelvoirCreditUnion.org/meet-us/member-testimonials/archive.

Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit our Web site at www.BelvoirCreditUnion.org

###