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Two-Time Winner of the 2011 GMA's Presented by CUES

Woodbridge, VA, September 16, 2011 – Belvoir Federal Credit Union takes home two honorary awards from the 2011 Golden Mirror Awards (GMA), a national competition between hundreds of credit unions based on campaigns they implemented in the previous year. The Credit Union Executives Society (CUES), who presented the awards to Belvoir Federal's Marketing Department, represents an international association of credit union executives who have provided professional development over the past 50 years.

On September 16, 2011, the CUES' president/CEO Fred Johnson presented the Golden Shoestring Award, one of CUES' top three prestigious awards. CUES' GMA Golden Shoestring is noted as being awarded to a highly successful marketing piece with constraints of a shoestring budget. The award was earned from the eGreetings Campaign instituted in November and December of 2010, which allowed members and nonmembers to film a personalized greeting in any branch location and send it to whomever they wished. The campaign was a way for Belvoir Federal to connect individuals not near their family and loved ones during the holidays – free of charge.

The second award, which won 2nd place over every credit union that entered the category of Credit Union Brand Awareness, was acknowledged for the 2010 Web hunt Campaign. Belvoir Federal created an interactive game which led members throughout their Web site to illustrate their array of products that suit any life stage members may experience.

For more information about these awards, please visit www.cuesgma.org.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

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Pictured left to right: Fred Johnson (CEO of CUES), Jason Lindstrom (CMO of Belvoir Federal), Patricia Kimmel (CEO of Belvoir Federal), Amy Shanks (eMarketing & Public Relations Specialist of Belvoir Federal), and Kenneth Worthey (Marketing Specialist)