



PRESS RELEASE
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**Nebraska Credit Union League Unveils New Micro Site
Aimed at Increasing Awareness as part of Campaign**

OMAHA – The Nebraska Credit Union League recently launched a new CU Awareness Micro Site: **BetterYourMoney.org** designed to drive membership growth and improve perception of and knowledge about credit unions.

The CU Awareness Campaign focuses on the added value consumers received at credit unions. The underlying message is one of trust, and strength. With that unifying message as the foundation, the campaign has the ability to be very flexible so that it can use current events (e.g. the Financial Crisis) as appropriate to emphasize what matters most to consumers and how credit unions can help them.

According to Scott Sullivan, Nebraska Credit Union League President & CEO, “The campaign will work mainly through viral, social media and guerilla marketing tactics. It will also utilize traditional media to a lesser extent. This distribution strategy helps us reach more people, more often and in more ways. It also helps the campaign maintain the level of flexibility it needs to stay current and fresh.”

The campaign has a viral aspect in two key ways. First much of the creative is freely available for credit unions to use in their own marketing efforts. Second, real members are able to tell their stories by posting their videos, blogs, etc. to the Micro site. These efforts benefit the credit union industry overall by providing turnkey resources that can be used to promote credit unions. It also strengthens the traction and reach of the campaign by broadening its audience and encouraging active participation from it.

Visit <http://www.betteryourmoney.org> to learn more about the awareness campaign.

