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CU*Answers Announces E-Statement Contest

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CU*Answers, a CUSO headquartered out of West Michigan, offers its newest collaborative marketing contest, which promotes the enrollment of E-Statements for its credit union clients.

The E-Statement's environmentally friendly theme "Go Green!" emphasizes a member's choice to print their electronic statements only if needed. The CUSO is providing a Nintendo™ Wii® game console to be raffled off among all of the members that enroll in E-Statements during the months of August and September.

According to CU*Answers, this contest is an opportunity for credit unions to lower their statement printing and postage costs by encouraging members to view their statements electronically through **It's Me 247**. Pre-designed marketing materials, as well as a banner ad for the credit unions' web sites are provided by CU*Answers announcing the promotion.

About CU*Answers

CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an Online (ASP) and In-house environment, Internet Development Services featuring the **It's Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU*Answers at www.cuanswers.com.

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