

**FOR IMMEDIATE RELEASE:**



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## **CU\*Answers Announces E-Statement Contest**

**Grand Rapids, Michigan – June 29<sup>th</sup>, 2009**

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](http://www.cuanswers.com).

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