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CU*Answers Announces Winner of 2nd Annual Video Contest

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CU*Answers, a West Michigan-based CUSO, announced last week that Glacier Hills Credit Union of West Bend, WI, is the winner of the video contest, sponsored by the CUSO.

Christine Petroff, Marketing Director for Glacier Hills Credit Union submitted the concept for the video, titled "My Credit Union, Realized Dreams Start Here". For this year's contest, the CUSO suggested a concept focus rooted in today's economic times, to illustrate why someone would or should want to "bank" at a credit union. The video was filmed and produced by Grand Rapids-based Fulvew Productions, and then announced at CU*Answers 18th Annual Leadership Concept held June 17th. The credit union was presented with a check for \$1,500.

CU*Answers also produced a second video, titled "Your Credit Union –For Every Generation", which parodies the challenges of credit unions to connect with their younger members. Both videos can be found on <http://ondemand.cuanswers.com/>

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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