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FOR IMMEDIATE RELEASE

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Chartway Credit Union Named 2025 Diamond Awards Recipient Amid Record-breaking Competition

Press release courtesy of America's Credit Unions

AUSTIN, TX (March 26, 2025) – Chartway Credit Union was among 180 credit unions nationwide named as winners of the prestigious Diamond Award, the Marketing, PR & Development Council's annual competition for marketing excellence.

Chartway received the following recognition: a Category's Best Diamond Award in the category of Foreign Language or Multilingual Campaign for a 2024 ITIN lending for the Hispanic community campaign which helped Hispanic individuals with an Individual Taxpayer Identification Number (ITIN) obtain a loan for a home or automobile while building trust for Chartway within its communities.

"At Chartway Credit Union, we take immense pride in the work we do to uplift our members in all the communities we serve," said Brian Schools, president & CEO of Chartway. "Receiving this esteemed national industry award from the Marketing & Business Development Council at America's Credit Unions further validates our commitment to empowering individuals and families to reach their full potential to thrive."

The Marketing, PR & Development Council of America's Credit Unions also announced the [list of all winners](#) for its annual Diamond Awards, recognizing the best marketing campaigns in the credit union industry from the past year. Credit unions, advertising agencies, and associations submitted 1,400 submissions for the prestigious awards. In all, 180 organizations from 42 states were selected as winners.

"We are truly thrilled to celebrate Chartway Credit Union and the other Diamond Award winners with such a prestigious recognition," said Lesli Bishop, Co-Chair of the Diamond Awards and Chief Marketing Officer at Family Savings Credit Union in Gadsden, Ala. "These credit unions not only reflect the core values of the credit union movement, but they exemplify the forward-thinking and innovative strategies within our industry."

For more than 30 years, the Diamond Awards have celebrated the excellence in credit union marketing.

Learn more about Chartway Credit Union at www.Chartway.com.

Get the latest news about Chartway by visiting our [media center](#).

About America's Credit Unions

America's Credit Unions is the unified voice for not-for-profit credit unions and their more than 140 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to protect, empower and advance credit unions and the people and communities they serve. For more information about America's Credit Unions, visit AmericasCreditUnions.org.



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About Councils:

Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 8,000 credit union professionals. For more information, visit americascreditunions.org/councils.

About Chartway

Since 1959, Chartway has been unlocking the potential of individuals and families so they can thrive. Member-owned and values-driven, our \$3 billion credit union proudly serves more than 260,000 members with branches in Utah, Texas, and Virginia. We've been recognized by Forbes as one of America's Best-In-State Credit Unions, included on American Banker's Top Credit Union to Work For list, and received numerous other top workplace and best credit union accolades. Reflecting a bright way forward, our charitable arm – the Chartway Promise Foundation – has granted \$16 million to provide medically fragile children and their families memorable experiences that bring joy, hope, and smiles. For information on our vibrant organization, please visit www.Chartway.com and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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