

NEWS

For Immediate Release

SILVER LINING?

Cooperative Credit Union Association's Website "Takeover" for Consumer Awareness Campaign Happens to Fall on Day Winter Storm Hits Northeast; Large Traffic Expected

Every cloud has a silver lining. At least that's what leadership at the Cooperative Credit Union Association is thinking this morning. While credit unions in New England and the Northeast are bracing for a major winter storm and have cancelled many activities, some activities don't require consumers to leave the house and CCUA hopes that helps their latest consumer awareness effort.

Today is a big day for the Association's comprehensive consumer awareness campaign, "Better Values-Better Banking," as the campaign was previously scheduled for a site "takeover" of CBSBoston.com. The website "takeover" calls for "Better Values-Better Banking" ads to engulf the home page so all visitors get the message of credit unions. The Association did not plan the site takeover with a snowstorm in mind, but the number of people stuck at home virtually ensures the "Takeover" will see huge numbers of consumer visitors.

"While I think we've all had enough of the winter weather, one bright side for our credit unions is today was the scheduled site "takeover" of CBS Boston for our "Better Values-Better Banking" consumer awareness campaign. Given the number of people at home today who will be checking the latest news about the nor'easter online, we expect traffic to our ads to be tremendous," said Paul Gentile, president/CEO of the Cooperative Credit Union Association. "The snowy weather is a great time for consumers to get their finances in order and what better way than to learn about credit unions."

CCUA's "takeover" of *CBSBoston.com* features the images and messages associated with its iconic, "15 Reasons to Only Bank at a Credit Union" booklet and video. A link is included to take visitors to *BetterValuesBetterbanking.com* where they can learn more about credit unions and search for one to join in their neighborhood.

On average, CBSBoston.com attracts more than 3.4 million unique visitors per month. Given the timing of today's storm with its campaign efforts, the Association is eagerly waiting to see the analytics reporting on the results of the takeover.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit [CCUA](#).

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Attached photo - 031417 CBS Boston Home Page

Cutline:

Today's homepage of the CBSBoston.com website puts credit unions center stage.