

# NEWS

For Immediate Release

**Cooperative**   
**Credit Union Association**

*Creating Cooperative Power*



## Cooperative Credit Union Association Receives Prestigious Telly Award

**June 2, 2022 (Marlborough, Massachusetts)** — The Cooperative Credit Union Association (CCUA) was among this year’s distinguished winners of a prestigious Telly Award for its production of *Welcome to APEX 2021*. The Telly Awards, the world’s largest honor for video and television content across all screens, annually recognize outstanding videography from top-tier brands and organizations and smaller media companies, including Viacom, CBS, Warner Bros. Worldwide TV Marketing, Sony Music Entertainment, Microsoft, ESPN, and PBS Digital Studios.

Recognized for its creative use of stock footage, the non-broadcast video presentation, *Welcome to APEX 2021* was presented to kick-off the APEX 2021 conference, jointly hosted by the Cooperative Credit Union Association and the Credit Union League of Connecticut at the Mohegan Sun Resort.

“It’s an honor for me and CCUA to be counted among the many well-known national TV and video production companies and advertising agencies recognized for their work by the Telly Awards committee,” noted Walt Laskos, producer of the *Welcome to APEX 2021* video. “After two years of virtual meetings, APEX 2021 not only marked a return to a much anticipated in-person gathering but also to a new collaboration between CCUA and the Credit Union League of Connecticut. It’s most fitting that this memorable event has now been crowned with the prestigious Telly Award.”

This year’s Telly Awards competition received more than 11,000 entries and saw an increase in global submissions from Australia, Mexico, and across Europe and Asia. Established in 1979, Telly Awards Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates.

Watch the award-winning video *Welcome to APEX 2021* at <https://youtu.be/0ykjBxMVtJQ>

### **About the Cooperative Credit Union Association**

*The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided over \$500 million in direct financial benefits to their members and had a combined financial impact of over \$5 billion on their states. For more information, visit [www.CCUA.org](http://www.CCUA.org)*

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