

Cooperative Credit Union Association

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NEWS

For Immediate Release

Cooperative Credit Union Association Hits the Gas Pumps to Bring Holiday Cheer to Thousands throughout New England and Delaware

December 8, 2017 (MARLBOROUGH, MASSACHUSETTS) — Beginning December 17th, thousands of consumers across New England and Delaware planning to head to the malls to make their final holiday gift purchase or hitting the road to join loved ones for that special family holiday dinner and stopping to “fill it up,” are expected to see and hear Cooperative Credit Union Association President/CEO Paul Gentile extend Seasons Greetings on behalf of the state’s credit unions.

As part of its consumer advocacy campaign, *Better Values - Better Banking*, CCUA is collaborating this holiday season with Gas Station TV to deliver a message of good cheer from credit unions to scores of consumers as they fill their tanks at select service stations throughout Delaware, Massachusetts, New Hampshire, and Rhode Island that participate in the GSTV broadcasts. In all, CCUA will tap more than 50 strategically chosen gas stations to air the greetings, which will air from December 17th through the 25th. Each state will see its own customized message presented on behalf of the credit unions of that state.

But there's more. Beginning December 27th and running through January 3rd, Gentile will also deliver a second message across the same television screens, inviting consumers to consider including membership at a credit unions among their top New Year's resolutions.

CCUA SVP of Strategic Communications, Walter Laskos, expects the spots to be warmly received. “So often, all we here are advertisements driving consumers to make a purchase,” Laskos noted. “Our holiday greetings are simply just that; an opportunity to extend holiday cheer from our member credit unions to consumers at a moment in their busy holiday schedule when they might least expect it – standing and waiting for their gas tank to fill up. They’re a captive audience and hopefully the timely credit union greeting will be one that makes a lasting impression.”

The spots are scheduled to run at strategically-selected service stations participating in the GSTV program, from the Mass Pike service station in Framingham to Pennsylvania Avenue in Wilmington, Delaware.

To watch samples of CCUA’s Holiday Greeting, visit www.ccu.org.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Rhode Island, Massachusetts, New Hampshire, and Delaware. As a trade organization, CCUA advocates for its member credit unions 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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Photo:

Cutline

(L-R) CCUA President/CEO Paul Gentile records holiday greetings using the Association's in-house production services; a snapshot of the completed video spot.

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