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**Hughes Federal Credit Recognized with Prestigious Diamond Award for
Marketing Excellence amid record-breaking competition**

AUSTIN, TX – Hughes Federal Credit Union was among 180 credit unions nationwide named winners of the prestigious Diamond Award – the [Marketing, PR & Development Council's](#) annual competition for marketing excellence. **Hughes was the only Tucson-area credit union to receive this distinguished recognition.**

Hughes Federal Credit Union received the **Complete Campaign** category recognition for their **Road to Rewards** campaign.

The Marketing, PR & Development Council of America's Credit Unions recognized the best marketing campaigns in the credit union industry from the past year at its annual Diamond Awards. 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.

"Being recognized with a Diamond Award is a testament to our team's dedication to delivering impactful, member-focused marketing," said Elisa Ross, VP of Marketing at Hughes Federal Credit Union. "We take great pride in creating campaigns that resonate with our members and reinforce our commitment to their financial success."

"We are truly thrilled to celebrate [name of 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.

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About Hughes Federal Credit Union

Established in 1952, Hughes Federal Credit Union is a local, full-service financial institution with over 190,000 members and \$2.3 billion in assets. Hughes has been rated as a Five-Star "Superior" or Four-Star "Excellent" financial institution by [BauerFinancial](#) since 1991. For more information, please visit [HughesFCU.org](https://www.hughesfcu.org) or follow Hughes at [Facebook.com/HughesFCU](https://www.facebook.com/HughesFCU) and [Twitter.com/HughesFCU](https://www.twitter.com/HughesFCU).

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](https://americascreditunions.org).

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.