



Louisiana
Credit Union League

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LCUL Launches Ad Campaign to Promote Safety & Soundness of Credit Unions

(HARAHAN, La.) – During these times of economic uncertainty, credit unions remain safe and sound financial institutions. They are recognized for their conservative nature, which has helped them avoid the current problems within the financial market. In response to feedback on this issue from our member credit unions, the Louisiana Credit Union League (LCUL) recently launched a statewide advertising campaign promoting the many benefits of credit union membership to current and potential members.

LCUL facilitated this cooperative print ad campaign, which was funded by participating credit unions around the state. The ads were placed in major daily newspapers in cities across the state, including Alexandria, Houma, Lafayette, Lake Charles, Monroe, New Orleans and Shreveport. “Louisiana Credit Union Members Sleep Well at Night...knowing their money is safe, sound and insured” was the theme of the print advertisements. Additionally, Baton Rouge credit unions participated in a similar cooperative campaign by placing an advertisement in their local newspaper.

The league also launched a radio advertising campaign Oct. 15 that is airing statewide. As with the print ads, the radio campaign assures credit union members that their money is safe and insured. It also presents the benefits of joining a credit union and encourages potential credit union members to visit the league’s website to find a credit union they may be eligible to join. The league provided the funding on behalf of Louisiana credit unions.

For more than 70 years, the Louisiana Credit Union League has represented the unique interests of more than 200 not-for-profit credit unions and the more than one million credit union members that they serve in the state of Louisiana.