

Co-op's Project 100 wins CEU's best of show honor

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By winning the "Best of Show" award in the 2010 Credit Union Executives Society Golden Mirror Awards, Co-op Services Credit Union has achieved something that has never been accomplished in the Credit Union industry.

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Co-op Services popular Project 100 community initiative has taken the top honors in both major credit union industry award competitions. Earlier this year Co-op Services Credit Union also topped CUNA's Diamond Awards competition, winning the coveted "Competition's Best." In total, Project 100 has won 12 industry awards in 2010, making it the most awarded project in the 50 plus years of the credit union's existence.

"In the more than 15 years that these awards have been tracked, there has never been one project or even one credit union that has taken top honors in both competitions," said Greg Wohler, president of edge creative group, the agency that worked with Co-op Services Credit Union on Project 100. "We were so proud of the credit union and what they achieved. This is truly a big honor."

Originally developed in 2009, Project 100 (www.whatisproject100.com) was a community initiative whose primary goal was to encourage giving throughout southeast Michigan. The Project 100 team, made up of credit union employees, randomly distributed \$100-dollar bills to 100 people over 100 days with no strings attached. Recipients could do whatever they liked with the money but were encouraged to think about how they could give in their communities.

Out of more than 1,000 entries in both competitions, Project 100 was selected to receive top honors in both. Earlier this year, the Credit Union was honored at an awards ceremony in Washington, D.C., where they picked up four awards, including the Competition Best, Diamond Award.

Then, several weeks ago, they were surprised by Fred Johnson, president of the Credit Union Executives Society (CUES), who traveled across the country to the credit union's headquarters in Livonia, to personally deliver their five Golden Mirror awards and the "Best of Show" award.






"In the midst of a severe economic environment, we were able to offer assistance through a program that not only received national recognition from our peers but made a real impact in our community," said Lisa Fawcett, marketing director at Co-op Services Credit Union. "It demonstrates that

there is tremendous value in giving and encouraging others to do the same."






Co-op Services Credit Union is a full-service, non-profit, financial institution founded in 1954. For more information about Co-op Services, visit the credit union's website at www.cscu.org.

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
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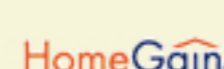
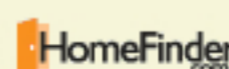
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