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Truliant FCU Honored With Two National Telly Awards

Triad -

Winston-Salem - Truliant Federal Credit Union has been honored with two national television awards in the 29th Annual Telly Awards competition. Founded in 1978, the Telly Awards honor outstanding television commercials from the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Truliant's two Telly Awards recognize television commercials produced by its North Carolina-based advertising agency, Jennings. The winning commercials featured real Truliant member-owners placed in a dynamic animated setting that lent a sense of fun and whimsy to the advertising. Within the spots, member-owners told true stories highlighting Truliant's many points of differentiation. The commercials can be viewed online at <http://www.youtube.com/user/TruliantFCU>.

"We work diligently to demonstrate how our credit union is different from other financial institutions and reflect the experiences of our member-owners within our advertising. To have the work recognized in this manner is extremely rewarding," said Ginger Salt, Truliant Federal Credit Union vice president of markets. "This honor speaks to the teamwork and collaboration we've built between our in-house marketing staff and our advertising agency. Of course, it's the member-owners that we feature in the advertising who bring it to life."

A widely known and highly respected national and international competition, the Telly Awards receive more than 13,500 entries from around the world. A prestigious judging panel of over 40 accomplished industry professionals, each a past Winner of a Silver Telly, the top honor, judged the competition, upholding the historical standard of excellence that Telly represents. Each entry is judged on its own merit and competes against a high standard of excellence. This year's Winners include companies, agencies and organizations of all sizes, from large multinational media companies to small ad agencies and local production houses. A sample of Telly Winners includes American Heart Association, Chicago Tribune, Chick-fil-A, Disney Destinations, LLC., ESPN, FamilyNet, Golf Channel, Harpo Studios, JWT Team Detroit, Kohl's Department Stores,

NASA Television, NBA Entertainment, PBS, PGA Tour Productions, SCI FI Channel, Sports Illustrated, The Boeing Company, The Weather Channel, Time Life, Time Warner Cable, TV Guide Network, and Warner Bros.

About Truliant Federal Credit Union

Truliant Federal Credit Union is a not-for-profit, financial institution that provides affordable financial services to its member-owners. Truliant was chartered in 1952 and now serves more than 180,000 members and has 24 member financial centers in NC, SC, OH and VA. For more information on Truliant Federal Credit Union, visit TruliantFCU.org.

About Jennings



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Jennings, founded in 1979, specializes in advertising, public relations and brand development for businesses in healthcare, transportation, financial, telecom, and real estate. Using both consumer anthropology and healthy skepticism, Jennings finds the relevant, relatable connection between a person and a product. For more, see www.jenningsco.com.

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