Media Release

For Immediate Release

StellerVista Credit Union and Tenzing Communications Win Four IABC Awards Recognizing the Successful StellerVista Brand and Brand Launch Campaign

Cranbrook, BC: June 25th – StellerVista Credit Union, together with their creative and communications partner Tenzing Communications Inc. have been recognized by the International Association of Business Communicators (IABC), for outstanding work in communications, brand development, campaign development and advertising. The team took home four awards from two IABC chapters, including one Award of Excellence and three Awards of Merit for their work on the development of the StellerVista brand and the strategic internal and external brand launch campaigns.

"The positivity we've seen from our people and our communities through this name change and rebrand has far surpassed our own expectations," says StellerVista's Jeff Fero, Director, Marketing & Community Engagement. "Change can be a challenge, and we were ready for an uphill push – but the strength of the brand has made the transition very smooth and really… a lot of fun!"

"*Bank Like You Live Here* was created to position the renewed organization in the market and inspire people to embrace a new option in local, rural banking made specifically for the Kootenay / Boundary region, and it's certainly done that," says Maggie Cameron of Tenzing Communications Inc. "Everything about the brand, from its look and feel, to its tone and values, reinforces local pride and the importance of local banking."

The International Association of Business Communicators Awards recognize outstanding work in communications, marketing, and PR across various disciplines, including corporate communications, public relations, media relations, advertising, and more. Entries are evaluated by a group of judges against the Global Standard of the Communications Profession, using the IABC Seven-Point Scale of Excellence.

The StellerVista brand was developed after East Kootenay Community Credit Union and Heritage Credit Union successfully merged in January 2023, to become StellerVista Credit Union.

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