



**Contact:** Aisha Rasul  
Corporate Communications  
Phone: 703-206-3086  
E-mail: [aisha\\_rasul@navyfederal.org](mailto:aisha_rasul@navyfederal.org)

## FOR IMMEDIATE RELEASE

### **Navy Federal Members Get V-VIP Treatment during Momentous Worldwide Member Appreciation Week**

**VIENNA, Va. (October 4, 2012)** – [Navy Federal Credit Union](http://www.navyfederal.org) hosted a worldwide Member Appreciation Week thanking members for their part in helping membership grow to four million in 2012. The weeklong member celebrations held at branches around the world, from September 17 through 23, gave Navy Federal a chance to return member loyalty and support on a grand scale. “The week was a resounding success,” said Cutler Dawson, President, and CEO. “Our members are the reason for our continued growth and they deserve our thanks.”

During the week, members reaped the benefit of offers like an extraordinary certificate rate, significant cash back for auto refinancing and others. The credit union’s celebratory efforts resulted in over 60,000 new members, \$80 million in new deposits and \$95 million in booked loans.

The *Tell Us Why You Love Navy Federal* Facebook video challenge simultaneously brought the party to the social sphere, taking in 350 home video submissions. Musical odes to Navy Federal, clever vignettes and touching personal stories from members formed the contest that spiked activity prior to the celebration. During the week, Navy Federal’s Facebook page also saw the love, as fans swelled by the thousands. Fan votes selected eight first-place winners and eight honorable mentions who shared the spotlight and received a portion of \$63,000. Winners reveled in an oversized check photo op fit for a celebrity with branch staff and onlookers cheering wildly. To view the winning videos, see the [announcement of winners](#) on Navy Federal’s Facebook page and on YouTube.

#### **About Navy Federal Credit Union**

Navy Federal Credit Union is the world’s largest credit union with \$50 billion in assets, four million members, 224 branches and a workforce of over 10,000 employees worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information about Navy Federal, visit [www.navyfederal.org](http://www.navyfederal.org).

###