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FOR IMMEDIATE RELEASE
Navy Federal Wins Bulldog Digital/Social PR Award
For Supporting Military During Crisis.

VIENNA, Va. (March 6, 2012) – [Navy Federal Credit Union](#) is honored to be selected for the Bronze award in the Best Crisis Response category of the 2011 Bulldog Digital/Social PR Awards for Excellence in Online Communications for supporting the military during crisis. A summary of the winning campaign entry will be included in the Bulldog Awards Digital/Social Award Hall of Fame in March 2012. Navy Federal is in good company in sharing this Excellence in Online Communications award, including Cisco and Pfizer.

“When we launched our corporate social media channel, we knew it was essential to update our crisis communications plan to include our social media presence (Facebook, Twitter, YouTube, LinkedIn, Foursquare) because conversations spread rapidly,” said Jennifer Sadler, Navy Federal’s public relations manager. “When the Japan tsunami/earthquake and potential government shutdown events happened, we were well positioned to post updates and answer questions on Facebook. This channel allowed us to keep our members and their family/friends informed about our contingency plan and status of operations. Our members expressed their gratitude and our social media following grew substantially.”

Navy Federal provides 24/7 communication to nearly 4 million members worldwide. Members have immediate online account access at Navy Federal’s website, mobile banking, by phone at 1-888-842-6328, and in-person at 220 branch offices and 460 proprietary ATMS worldwide. Also, news and information is available at [Navy Federal’s Facebook Page](#), [Navy Federal’s Twitter site](#), and [Navy Federal’s Help Twitter site](#).

About Navy Federal Credit Union

Navy Federal Credit Union is the world’s largest credit union with \$47 billion in assets, nearly 4 million members, 220 branch offices, and more than 8,000 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.

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