**International credit union Day: SAMPLE Advertisements**

**For a member publication:**

**Art:** ICU Day logo

**Headline:** *Inspiring Hope for a Global Community*

Why do hundreds of millions of people worldwide choose credit unions? Because credit unions have a “people-first” philosophy that impels them to constantly improve their communities and the lives of their members. That local service feeds a worldwide network that reaches more than 274 million members across the globe. On October 15, 2020, join credit union and financial cooperative members around the globe in celebrating 72 years of International Credit Union Day®.

Visit us at [CREDIT UNION NAME] and celebrate with your fellow member owners!

Insert CU celebration info and any special promotional information, if applicable

Insert CU logo

**For a general publication:**

**Art:** ICU Day logo

**Headline:** *Inspiring Hope for a Global Community*

Why do hundreds of millions of people worldwide choose credit unions? Because each credit union puts an emphasis on providing service to its members and local communities. That local service—community by community—contributes to a global reach that touches more than 274 million members. As cooperative and democratic financial institutions, credit unions’ success depends on the success of their members and their community. Your best interest is in our best interest. This October 15, [CREDIT UNION NAME] will join more than 85,000 credit unions from 118 countries to celebrate the 72nd anniversary of International Credit Union Day®.  
  
Credit unions strive to make the world a better place for their members by offering affordable rates and high-quality service that simplify their lives and empower them to meet their financial goals. Visit [CREDIT UNION NAME] to learn more about how credit unions fuel a force of global good.

Insert CU celebration info and any special promotional information, if applicable

Insert CU logo