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## **CU\*Answers to Hold 2010 Email Address Contest**

**Grand Rapids, Michigan – April 28<sup>th</sup>, 2010**

The CU\*Answers CUSO has announced that it will be offering another collaborative marketing contest, designed to help CU\*BASE clients update member personal information, by offering an incentive to members who will provide their email address.

One Garmin GPS Navigation System will be awarded to one winner selected by random drawing from all member email addresses collected during the contest entry period by participating credit unions. According to the CUSO, credit unions who participated previously experienced an average increase of 213% of email addresses on file.

According to CU\*Answers, by participating in this contest and increasing the number of email addresses obtained, credit unions are positioned for better participation of their members in E-Statement enrollment, and increased effectiveness of E-Marketing services.

For more information on collaborative marketing services offered by CU\*Answers Marketing & Xtend Partners in Practices, access <http://marketing.cuanswers.com/>

### **About CU\*Answers**

CU\*Answers was founded 40 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU\*Answers offers a wide variety of services for credit unions including its flagship CU\*BASE Processing System in both an Online (ASP) and In-house environment, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. CU\*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU\*Answers at [www.cuanswers.com](http://www.cuanswers.com).

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