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***Hafner Creative Communications Creates Award-Winning Marketing Pieces***

**Waikoloa, Hawaii (May 30, 2009)** – Hafner Creative Communications (HCC), a full-service advertising and marketing communications firm, recently received national recognition for three marketing communications pieces created on behalf of longtime client, Hawaii Community Federal Credit Union. The yearly awards for creativity in numerous categories are administered by The Credit Union National Association (CUNA) Marketing and Business Development Council

A Diamond Award for Direct Mail Single Category was awarded for a promotion entitled “90 Day-No Pay.” Constructed of clear plastic, the piece featured a photo of windshield wipers to illustrate how easily member/owners could wipe away one car payment by transferring over their auto loan.

The Golden Mirror Award of Merit, in the Direct Marketing/Mail Single Category went to “*Who Says Money Can’t Buy Friends.*” Printed on heavy-duty, white plastic, it featured graphics of punch-out silhouettes that playfully encouraged members to refer others to open an account, thereby receiving a \$25 referral gift.

Finally, the “*Owners Manual*” brought in a Diamond Merit Award in the Membership Packets, Brochures and Booklets Category. The friendly, cleanly designed, 24-page booklet was organized by lifetime milestones, describing products and services to that meet member needs at every stage of life.

“To receive recognition for three pieces is very rewarding and reflects the talent of our experienced team,” according to Cristine Hafner, president of HCC. “The concepts creatively used unusual materials and formats to their best advantage. That’s what got attention—and good results for the client.”

Serving Hawaii Island for 25 years, Hafner Creative Communications provides a full range of services, from marketing strategy, to Web design and management, to print ads, collateral, broadcast and more. For information, visit [hafnercreative.com](http://hafnercreative.com) or call 808-883-9573.

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