



**LEMMONTREE**  
MARKETING GROUP

# NEWS Release

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## **Children's Program Gets Nod as Finalist in AMA Spectrum Awards**

**06/15/09 Tempe, AZ** – The branding for [Jefferson County Employees Credit Union's](http://jcecu.org) (jcecu.org) youth program, the Cool Cash Kids Club, designed by [LemmonTree Marketing Group](http://LemmonTree.com) (LemmonTree.com) was recognized recently at the 2009 [American Marketing Association's](http://AmericanMarketingAssociation.org) Spectrum Awards. The design of the Cool Cash Kids logo for the Credit Union's custom children's savings and financial education program was one of three finalists in the Brand Identity category at this prestigious event.

“Reaching the millennial generation is key to future growth for our clients, so having our work recognized is very rewarding,” commented Nicolette Lemmon, President, LemmonTree Marketing Group. “It's especially nice to receive an award when celebrating 25 years in business.”

The Cool Cash Kids Club program was developed exclusively to enhance the brand identity of Jefferson County Employees Credit Union with the younger generation as well as their parents. The graphics were multi-racial and multi-gender. The development of the name, the theme, the characters, the logo identity, and the matching marketing collateral were done by LemmonTree Marketing Group.

The Spectrum Awards recognize exemplary marketers in the fields of marketing research, direct marketing, advertising, online marketing, multi-cultural marketing and public relations by association with the membership of the American Marketing Association.

LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., provides marketing, market research and data-mining consulting to credit unions nationwide. Located in Tempe, the firm can be reached at 888.536.6243.



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## Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Marketing Group**, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Located at 3010 South Priest Drive, Suite 103, Tempe, AZ, 85282. For information: [www.lemmontree.com](http://www.lemmontree.com) or 888.536.6243.
- **Lemmon Publishing Group** was created in 1996 to publish books, training videos, manuals, and offer other products. While several are for the credit union market, products are also available for personal and small business marketing online at [www.lemmontree.com](http://www.lemmontree.com). The newest book that was recently introduced was Successful Marketing Strategies, A Credit Union Manual with a CD tool. For information: [www.lemmontree.com](http://www.lemmontree.com) or 888.536.6243.
- **Credit Union Marketing University** was established in 2003 with two tracks of academically-based training. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn continuing education units from Arizona State University, Tempe, Arizona. For more information: [www.cumarketinguniversity.com](http://www.cumarketinguniversity.com) or 888.536.6243.
- **LemmonTree Enterprises, Inc.** is celebrating 25 years in business having started in March, 1984.
- **Recognized Design:**

