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Reliant's Website, reliantcu.com, Wins Gold at RBJ's Best of Web Awards

SODUS, NY—Reliant Community Credit Union's management and Board of Directors would like to congratulate Reliant's marketing department for their work in redesigning reliantcu.com, which won Reliant the *Rochester Business Journal's* 2016 Best of the Web Award in the Banking and Financial Services category.

The competition, which the *RBJ* began in 1996, aims to “draw attention to the best websites produced by organizations in the Rochester area,” according to the *RBJ*. The newspaper said that this year, hundreds of nominations were submitted, and judges evaluated the finalists on navigability, usability, functionality, content, art and visual design, and standards compliance.

Winners were announced at a breakfast on April 14, 2016, at the Hyatt Regency in Rochester.

Reliant's website was redesigned in 2015 to incorporate responsive design, which allows users to access the full site from all mobile devices, in addition to computers. The website's structure and content were also reshaped to make navigating easier and to make the text mirror Reliant's culture and style, which are built upon the credit union philosophy of “people helping people.”

Reliant Community Credit Union, which began locally in 1970, is a \$400 million credit union serving more than 39,000 members. Eligibility is available to all who live, work, worship, attend school, or volunteer in Monroe, Ontario, and Wayne counties. Reliant currently has branches in Brockport,



Reliant's VP of Marketing, Deb Hellert, is pictured here in the back row, second from the left, along with the winners in the other categories at the RBJ's Best of the Web awards breakfast.



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Canandaigua, Geneva, Henrietta, Irondequoit, Macedon, Newark, Sodus, and Webster. A full-service financial institution, Reliant offers a complete range of financial products and services, including mortgages. For information regarding membership or employment, contact the credit union at 800-724-9282 or visit reliantcu.com.

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