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Media Contact

Amy Shanks, MBA
eMarketing & Public Relations Specialist
Office: 703.730.1800 ext.5425
ashanks@belvoirfcu.org

Interactive Web Hunt Draws Hundreds to Credit Union Web Site

Woodbridge, VA, June 13, 2011 — Belvoir Federal Credit Union drew in over 1,300 registered players with its 2nd annual interactive Web hunt game. The Web hunt commemorates the anniversary of Belvoir Federal's Web site's redesign in 2009. Over a two month span, each participant searched the credit union's site for eight puzzle pieces. Once the pieces were paired together, they formed a secret phrase which users entered into a custom built application that sat on Belvoir Federal's Facebook fan page.

The 2011 Web hunt had two goals – to increase pageviews on the credit union Web site and to increase the number of likes on the Credit Union's Facebook page. Belvoir Federal saw a 348% increase in likes on Facebook. There were also 174,927 online viewers during the Web hunt, which is 40,547 more viewers than last year's Web hunt. In fact, the increased traffic on the site showed that over 347,000 pages were viewed, which is nearly 100,000 more than the previous year.

In conjunction with surpassing the goals set out by the credit union, Belvoir Federal was able to reward 10 winners with great prizes, including an iPad, Nintendo Wii, Amazon Kindle, and a 4-pack of AMC gift cards with a concession stand gift card. These prizes were simply another unexpectedly bright way of exceeding the member's expectations.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

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