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Suncoast Credit Union earns three Telly Awards

Multiple productions from the credit union recognized in 47th annual Telly Awards

TAMPA, Fla. (June 18, 2026) – The Suncoast Credit Union marketing team earned three honors in May during the 47th annual [Telly Awards](#), which recognize excellence in video and television across all screens. The team received three Silver Telly Awards for separate pieces of content produced over the past year.

Two separate videos submitted to the branded content-banking and financial services category, “CashBack+ Elf” and “Every Hit is a Win with Suncoast!,” were selected for silver awards. “Suncoast Saves Grinch’s Christmas” received a People’s Telly Silver Award in the social media category.

“Winning three Telly Awards is a tremendous achievement and a testament to the hard work, dedication and passion our marketing team brings to each project,” said Kevin Johnson, president and CEO of Suncoast Credit Union. “These awards recognize more than creativity and exceptional storytelling. They highlight how well Suncoast connects with our members and communities in meaningful, impactful ways.”

Distinctions from the Telly Awards put Suncoast Credit Union in elite company across the global media landscape, alongside companies such as J.P. Morgan Chase, Vanguard, Paramount TV, Amazon Leo and Harvard Business School.

The video, “Every Hit is a Win with Suncoast!,” features Suncoast’s media personality, Spencer, and Tampa Bay Rays third baseman Junior Caminero. The [partnership program](#) generates funds for local nonprofit organizations each time the Rays record a base hit during the regular season.

“Congratulations to Suncoast Credit Union on being recognized with a Silver Telly Award,” said Rays Chief Business Officer Bill Walsh. “This award-winning content captures the authentic connection and shared commitment between our organizations to helping families all over the Tampa Bay region.”

All three video productions were created entirely in-house by the Suncoast Credit Union marketing team, with no elements outsourced to external agencies.

Watch the content that earned Suncoast Credit Union three Telly Awards:

- [CashBack+ Elf](#)
- [Every Hit is a Win with Suncoast!](#)
- [Suncoast Saves Grinch's Christmas](#)

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About Suncoast Credit Union

[Suncoast Credit Union](#) is the largest credit union in Florida, the seventh largest in the United States by membership and the 10th largest by assets, with \$21.1 billion. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast operates 80 full-service branches and serves more than 1.4 million members statewide. As a community credit union, anyone who lives, works or attends school in Suncoast's service area is eligible for membership. In 2021, Suncoast's field of membership was expanded to include public K-12 teachers, college educators and educational support staff across all of Florida's 67 counties. Suncoast is dedicated to supporting the communities it serves, guided by its "people helping people" philosophy. Since 1990, the Suncoast Credit Union Foundation has raised and donated more than \$63 million to organizations and initiatives that support the health, education and emotional well-being of children. For more information, visit suncoast.com or follow us on social media: [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).