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posted by Halley Hayden on Mon, 03/31/2014 - 3:53pm

BluCurrent Credit Union (Springfield) staffers mixed and mingled with more than 3,000 Nixa residents at Nixpo, an annual business convention, on March 15. Employees talked with potential members about the benefits of membership, while handing out literature and special branded gifts.

To boost their presence, BluCurrent partnered with [Bank On More](#), the statewide consumer awareness campaign. Bank On More provided lollipops that proudly displayed the campaign message.

"This year, our estimation is that we reached close to 2,500 people," says Jacqueline Post, BluCurrent marketing manager. "We quickly gave away the Bank On More lollipops; they were a total hit!"



Nixpo is designed to expand the public's knowledge about exciting products and services in Nixa, where BluCurrent has a branch.

"This is a great example of how Bank On More can add something extra to your community events," says Halley Abbott, Missouri Credit Union Association VP of communications. "Any community event that brings nonmembers in contact with a credit union is somewhere Bank On More wants to be. We're currently working with credit unions in Jefferson City, Kansas City, Springfield and St. Louis to bring Bank On More to life at these public-facing events."



For more information on Bank On More opportunities, send us an [email](#).

Caption (top): BluCurrent employees hand out Bank On More lollipops at the Nixpo business convention.

Caption (bottom): BluCurrent Marketing Manager Jacqueline Post sets up the booth and awaits the crowds.

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