



PRESS RELEASE

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New Community Launched to Support Canadian Credit Union Marketers

The into the blue community connects Credit Union marketers across Canada for peer learning, collaboration, and professional growth.

October 15, 2025 — blue dragonfly Marketing Strategies Ltd. has launched a new initiative designed to empower credit union marketers across Canada. The *into the blue* community offers marketers a space to connect, collaborate, and access practical tools and insights tailored to their unique industry needs.

With many marketers working in small teams or managing competing priorities, *into the blue* was created to help bridge gaps in peer support and access to marketing resources. “Credit union marketers are some of the most resourceful professionals I know—but they often feel isolated,” says Lyanne Campbell, CM, ACUIC, Founder of blue dragonfly Marketing Strategies Ltd. “This community brings them together to share ideas, gain new perspectives, and elevate the impact of their work.”

Members take part in monthly meetups, fireside chats with industry guests, and ongoing discussions that focus on real-world marketing challenges and opportunities — all designed with the realities of Canadian credit union marketing in mind.

The next *into the blue* fireside chat on November 5th will feature Nancy Harhut, the brilliant mind behind the multi-award-winning Using Behavioral Science in Marketing. Nancy’s specialty: Blending creative excellence with decision science to drive action. She has shared her expertise at events around the globe — from SXSW to London, Sydney, and Berlin — and has been recognized among the Top 40 Digital Strategists and Top 100 Creative Influencers. Her teams have earned more than 175 awards for marketing effectiveness, making her one of the most respected voices in behavioral marketing today.



Voices from the Community

Marketers from across Canada are already sharing the impact of into the blue:

“Connecting with other professionals in the credit union marketing space is such a valuable way to share knowledge, exchange ideas, and discover what’s working well for others. In just 45 minutes a month, I always walk away having learned something new—no matter the role or experience level of the person sharing.”

— Terri Roulette, VP, Brand & Marketing, Stride Credit Union

“The energy of the group is exciting, curious, and very supportive — and because it’s tailored specifically to the credit union environment, every conversation feels relevant.”

— Jasmine Kravanya, Marketing Coordinator, Weyburn Credit Union

“In just one meeting each month, I’ve gained fresh perspectives and valuable ideas that I’ve been able to apply directly to my work.”

— Kail Gavelin, Member Service Supervisor, Lafleche Credit Union Ltd.

About blue dragonfly Marketing Strategies Ltd.

Founded by Lyanne Campbell, CM, ACUIC, blue dragonfly Marketing Strategies Ltd. supports Canadian credit unions through strategic marketing planning, advisory, and training. With over 30 years of experience in the credit union sector, the firm helps marketers strengthen alignment, demonstrate impact, and lead with confidence.

Visit www.bluedragonflystrategies.ca/community for more information.