



Bucks First FCU Wins 'I Love Local Commercials'

February 2, 2010

Bucks First Federal Credit Union was the winner of a free commercial that will launch online tomorrow as part of a campaign to promote small local businesses.

MicroBilt, a risk management provider for credit unions and small businesses, created the "I Love Local Commercials" project with the help of comedians and Internet video creators Rhett McLaughlin and Link Neal. The Web site ilovelocalcommercials.com was created for consumers, employees and business owners to nominate their favorite local small business to receive a free commercial made by McLaughlin and Neal.

Bucks First was the ninth business to be selected for a commercial. Other winners include a tattoo shop, the Central Florida Zoo, a local music store and Cullman Liquidation, a mobile home seller.

McLaughlin and Neal use humor to create the commercials that play off promotions seen on local television stations everyday.

"Credit unions like Bucks First are about as local as you can get," McLaughlin said. "The commercial captures the spirit of the quintessential scripted local commercial, complete with employee actors and a mascot."

A behind the scenes look at the Bucks First commercial is posted on rhettandlink.com. The full commercial will be posted on ilovelocalcommercials.com tomorrow.