

To order visit [cuna.org/icuday](http://cuna.org/icuday) or call 888-238-1360

# APPAREL



### Stationery Box/Ruler

As a compact organizing solution, this multi-tasking straightedge is more than your average half ruler. Open up the stationery box to find a supply of three adhesive flag pads, 10 colored mini paper clips and a mini adhesive notepad. Customization is available. (2 1/4" x 5 3/4" x 1/4")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
20	\$1.71 ea	\$1.90 ea		
100	\$1.53 ea	\$1.70 ea		
250			\$1.17 ea	\$1.30 ea
500			\$1.01 ea	\$1.12 ea

\*Custom set-up fee is \$45.

### Lunch Cooler

Grab your lunch and go with this dual-handled lunch bag. This colorful cooler features the ICU Day logo in white on the front. Its insulation system helps maintain food and beverage temperatures until lunchtime. The plastic ID holder on top eliminates confusion over whose it is. Bulk/Custom only. (8" x 8" x 6")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
20	\$13.01 ea	\$14.45 ea		
100	\$12.12 ea	\$12.35 ea		
500	\$1.76 ea	\$1.95 ea		
1,000	\$1.67 ea	\$1.85 ea		

\*No custom set-up fee.

### Keychain with Cleaning Cloth

This clever keychain is dual-purpose. Its slim plastic tube encases an ultra-fine, gray microfiber cloth. Great for on-the-go cleaning of eyewear, cell phone screens, and other delicate surfaces without scratching. Silver beaded chain offers convenient portability. Customization is available. (3/4" x 3 1/2" x 3/4")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
20	\$1.80 ea	\$2.00 ea		
100	\$1.58 ea	\$1.75 ea		
250			\$1.36 ea	\$1.51 ea
1,000			\$0.99 ea	\$1.10 ea

\*Custom set-up fee is \$40.

### House Key Tag

These soft-touch house-shaped key chains are the ideal spot to showcase the ICU Day logo. They combine good looks, flexible material, and a super strong coil. Translucent blue key chains are made in the USA and display the ICU Day logo in white on one side. Customization is available. (2 3/8" x 1 1/8" excluding key ring)

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
25	\$0.95 ea	\$1.05 ea		
250	\$0.81 ea	\$0.90 ea		
500			\$0.63 ea	\$0.70 ea
1,000			\$0.60 ea	\$0.67 ea

\*No custom set-up fee.

### Clip-It Hand Sanitizer

Perfect for your members who want to stop the spread of germs this flu season. Spray on hands or hard public surfaces to instantly disinfect. Each spray tube contains 10 ml of citrus-scented sanitizing solution. Easily clips on to key ring or backpack. Customization available. (1/2" x 5 1/2" x 1/2")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
20	\$1.98 ea	\$2.20 ea		
100	\$1.71 ea	\$1.90 ea		
250			\$1.22 ea	\$1.35 ea
500			\$1.10 ea	\$1.22 ea

\*Custom set-up fee is \$50.

### Embroidered T-Shirt

Your staff will be proud to wear a Hanes tagless T-shirt. Pre-shrunk 6.1-oz. heavyweight 100% cotton T-shirt has a printed label, not sewn in, for ultimate comfort. Navy T-shirt displays the full-color ICU Day logo on the left chest. Customization is available. To ensure proper sizing, consult the measurement chart online before ordering.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$14.81 ea	\$16.45 ea		
6			\$13.01 ea	\$14.45 ea
12			\$11.21 ea	\$12.45 ea
24			\$9.23 ea	\$10.25 ea
48			\$7.92 ea	\$8.80 ea
96			\$7.11 ea	\$7.90 ea

T-shirts are available in sizes S-6X. Add \$2 each for sizes 2X-6X. \*Custom set-up fee is \$35 when ordering 23 or fewer shirts. Set-up fee is free when customizing 24 or more.

### Embroidered T-Shirt

Order 24 or more embroidered shirts to choose your color and add your credit union name for FREE.

### Embroidered T-Shirt

Also available with screened imprint—details online!

### Ladies' Jacket

Katahdin Tek® Fleece Zip Jacket. Cozy up in this comfortable navy fleece with ICU Day embroidery on the left chest. Made of 16-oz. anti-pill polyester. These jackets run small—especially the women's style since it is form-fitted. Before ordering, please consult the measurement chart online. Customization is available—choose your jacket color.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$34.65 ea	\$38.50 ea		
6			\$30.15 ea	\$33.50 ea
12			\$27.90 ea	\$31.00 ea
24			\$25.65 ea	\$28.50 ea

Ladies' jackets are available in sizes XS-3X. \*No custom set-up fee.

### Men's Jacket

Katahdin Tek® Fleece Zip Jacket. Cozy up in this comfortable navy fleece with ICU Day embroidery on the left chest. Made of 16-oz. anti-pill polyester. These jackets run small—especially the women's style since it is form-fitted. Before ordering, please consult the measurement chart online. Customization is available—choose your jacket color.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$34.65 ea	\$38.50 ea		
6			\$30.15 ea	\$33.50 ea
12			\$27.90 ea	\$31.00 ea
24			\$25.65 ea	\$28.50 ea

Men's jackets are available in sizes S-3X, black and navy available to 7X. \*No custom set-up fee.

### Polo Shirt

Look great while you celebrate. Your staff will stay sharp all year in these wrinkle-resistant yellow polos with no-curl collars and cuffs. Its 60/40 cotton/polyester pique stain-resistant fabric feels comfortable and looks professional. These look great right out of the dryer. This 6.7 oz. cotton shirt has a nice heft, avoiding the "see-through" or cling problems with lesser quality shirts. The embroidered ICU Day logo is featured on the left chest. Customization is available—choose your shirt color.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$28.76 ea	\$31.95 ea		
6			\$24.26 ea	\$26.95 ea
12			\$19.76 ea	\$21.95 ea
24			\$17.06 ea	\$18.95 ea
48			\$15.26 ea	\$16.95 ea

Ladies' (CU133L)-available in sizes XS-4X. Add \$2 for sizes 2X-4X. Men's (CU133M)-available in sizes S-6X. Add \$2 for sizes 2X-6X.

### ORDER EARLY, SAVE BIG!

Save up to 10% on standard and custom options when you order by September 16, 2011!

You'll want to be sure to order enough to help your credit union celebrate throughout the entire 2012 International Year of Cooperatives.

New this year: CUNA has teamed up with 4imprint to offer easier, faster, and more efficient service for your ICU Day promotional product needs.

What hasn't changed? Value. You'll get the same high-quality, great-bang-for-the-buck products that you've come to expect. Every item has been tested, trampled and tossed to ensure it holds up. We've searched for solid products that will keep your credit union on the minds of your members for years (or just minutes in the case of Skittles!).

Product Options: **Standard Stock** – Low-minimum quantities with fast delivery. **Custom Options** – Have it your way when ordering larger quantities and save.

Returns: ICU Day products cannot be returned for reasons other than defect.

To order, visit [cuna.org/icuday](http://cuna.org/icuday) or call 888-238-1360 • Ordering questions? Email: [icuday@4imprint.com](mailto:icuday@4imprint.com)

# CREDIT UNIONS BUILD A BETTER WORLD™

FREE poster inside!

Credit unions continually demonstrate their ability to improve the lives of individuals, families, communities and countries around the world, as they have done for generations.

As we celebrate International Credit Union Day® on October 20, 2011, and prepare for the United Nations' International Year of Cooperatives in 2012, we demonstrate—with more than 186 million people worldwide—that we're all part of building a better world.

CUNA's ICU Day website features everything you need for your celebrations:

- Official ICU Day PRODUCTS
- CELEBRATION IDEAS
- 2011 ICU DAY LOGOS and graphics
- PR and COLORING PAGE

SAVE UP TO 10% WHEN YOU ORDER BY SEPTEMBER 16!

Visit [cuna.org/icuday](http://cuna.org/icuday) or call 888-238-1360

International Credit Union Day OFFICIAL MATERIALS

CUNA Credit Union National Association Personal Finance

Your Trusted Resource for Credit Union Success™

## Celebrate International Credit Union Day® with a world of promotional products! **Hurry! Order by September 16th and save up to 10%!**

### PRINT PRODUCTS

#### Credit Unions Build a Better World Statement Stuffer

Explain to your members that 2012 is the International Year of Cooperatives and share the key principles that cooperatives follow in service to members and their communities. You'll want to customize\* to share with your members in their October statements to kick-off the celebrations. (3 1/4" x 6 1/2")

Quantity	Standard	Standard	Custom*	Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
200	\$3.00/100	\$3.13/100	\$3.00/230	\$3.00/230
2,000	\$8.10/100	\$9.00/100	\$15.00/100	\$12.00/100
5,000	\$7.20/100	\$8.00/100	\$12.00/100	\$13.00/100

\*Customization is available; no set-up fee.

#### ICU Day Posters

These stellar posters announce ICU Day and your credit union's part in building a better world. Create and add your own cut-out star to announce your celebration activities.

Large Poster (22" x 27 3/4")

Quantity	Standard	Standard	Custom*	Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
5	\$2.57 ea	\$2.85 ea		
25	\$1.35 ea	\$1.50 ea		

Small Poster (8 1/2" x 11")

This smaller version poster is perfect for teller windows. Distribute to sponsor groups after adding your celebration plans on the back side.

Quantity	Standard	Standard	Custom*	Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
10	\$1.80 ea	\$2.00 ea		
25	\$1.04 ea	\$1.15 ea		
75	\$0.86 ea	\$0.95 ea		

#### 2010 Best Seller!

#### Banner

Indoors or outdoors, show your credit union pride and cooperative spirit with this fade-resistant banner made of strong, 10-ounce vinyl. Hemmed with six grommets for easy hanging. Features ICU Day poster design in full color. (69" x 28")

Quantity	Standard	Standard	Custom*	Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$39.15 ea	\$43.50 ea		
4	\$35.10 ea	\$39.00 ea		
10	\$33.30 ea	\$37.00 ea		

### PROMOTIONAL ITEMS

#### Skittles

Express gratitude to your members and their families with this sweet treat. Each case comes with 250 perfectly portioned packets. This best-selling item has a shelf life of six months. (3" x 3")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$88.20/case	\$98.00/case		
4	\$79.20/case	\$86.00/case		
10	\$74.70/case	\$83.00/case		
25	\$70.20/case	\$78.00/case		

#### 2010 Best Seller!

#### Tattoo

Leave your mark on ICU Day with temporary tattoos for kids (and adults) of all ages. FDA approved; ingredients listed on the white paper backing. Each bag contains 200 tattoos. (2" x 2")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$32.40/bag	\$36.00/bag		
4	\$30.60/bag	\$34.00/bag		
10	\$28.80/bag	\$32.00/bag		

#### Computer Calendar

Stay in members' view all year long with this adhesive monitor or keyboard calendar. Each white vinyl repositionable sticker includes a 12-month calendar with this year's theme in the middle. Customization is available. (11" x 11" x 6 mil)

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$0.68 ea	\$0.75 ea		
250	\$0.63 ea	\$0.70 ea		
500			\$0.56 ea	\$0.62 ea
1,000			\$0.43 ea	\$0.48 ea

\*No custom set-up fee.

#### 2010 Best Seller!

#### Mylar Balloons

Live up your lobby this October with blue-imprinted 18" Mylar balloons. Each bag of 10 contains five gold and five white self-sealing balloons.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$32.18/bag	\$35.75/bag		
3	\$30.15/bag	\$33.50/bag		
10	\$24.75/bag	\$27.50/bag		

### More products online! Visit [cuna.org/icuday](http://cuna.org/icuday)

#### Insulated To-Go Cup

This 16-oz. BPA-free reusable tumbler comes with matching lid and straw. Keeps drinks cool longer with dual-wall insulation. Put these practical and attractive cups in the hands of members and they'll be thinking of your credit union everywhere they go. Features ICU Day logo on one side. Customization is available. (6 1/2" x 5")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
5	\$6.53 ea	\$7.25 ea		
20	\$6.08 ea	\$6.75 ea		
36			\$5.04 ea	\$5.60 ea
150			\$4.05 ea	\$4.50 ea

\*Custom set-up fee is \$55.

#### Halloween Coloring Book

Halloween is just around the corner! Equip kids with these sturdy bags, ICU Day logo and safety tips on opposite side of smiling pumpkin. Take advantage of free customization to add your credit union name and distribute bags throughout your community and schools. (10 1/2" x 8")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
50	\$0.72 ea	\$0.80 ea		
250	\$0.63 ea	\$0.70 ea		
500			\$0.50 ea	\$0.55 ea
1,000			\$0.46 ea	\$0.51 ea

\*Custom set-up fee is \$25.

#### 2010 Best Seller!

#### Memo Book

With a full-color ICU Day logo on the cover, this 24-page stapled memo book is a great way to make a statement. Customization is available. (4 3/4" x 2 3/4")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
1	\$32.18/bag	\$35.75/bag		
3	\$30.15/bag	\$33.50/bag		
10	\$24.75/bag	\$27.50/bag		

#### 2010 Best Seller!

#### Grocery Tote Bag

It holds more than you think. This reusable grocery tote possesses an 8" gusset, providing a spacious interior. Removable, fabric-covered plastic insert fits securely in the bottom of the bag for added durability and support. Topped by 20" reinforced carrying handles. Made of non-woven polypropylene. Free customization is available.

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
25	\$0.99 ea	\$1.10 ea		
100			\$0.90 ea	\$1.00 ea
1,000			\$0.60 ea	\$0.67 ea

\*Custom set-up fee is \$40.

#### 2010 Best Seller!

#### Measuring Spoon

Your members will love this handy combination of four spoons in one. Small spoons on the two biggest measurements make for easier pouring. ICU Day logo in blue on handle. Dishwasher safe. Customization is available. (1 3/4" x 4 1/2" x 1 1/8")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
10	\$2.39 ea	\$2.65 ea		
100			\$2.03 ea	\$2.25 ea
500			\$1.53 ea	\$1.70 ea
1,000			\$1.40 ea	\$1.55 ea

\*No custom set-up fee.

#### 2010 Best Seller!

#### Zippered Coin Pouch

Present members with this secure solution for their loose change. Its high-density scuba foam fabric provides extra padding and a large zipper pull makes for easy opening and closing. Customization is available. (4 1/4" x 4")

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
25	\$1.08 ea	\$1.20 ea		
100	\$0.90 ea	\$1.00 ea		
350			\$0.75 ea	\$0.83 ea
1,000			\$0.65 ea	\$0.72 ea

\*Custom set-up fee is \$50.

#### 2010 Best Seller!

#### Flying Disc with Pouch

Credit unions go global on this filer! Folds to 1/2" of its size and comes conveniently packaged in a black nylon pouch. Incredibly light and sure to be a hit with both young and adult crowds. Customization is available. (Flier: 10 1/4" diameter)

Quantity	Standard	Standard	Bulk/Custom*	Bulk/Custom*
	Until 9/16	After 9/16	Until 9/16	After 9/16
20	\$1.67 ea	\$1.85 ea		
100	\$1.49 ea	\$1.63 ea		
500			\$1.05 ea	\$1.17 ea
1,000			\$0.96 ea	\$1.07 ea

\*Custom set-up fee is \$40.