Sallie Mae Honored with Multiple American Business Awards

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Company Receives Seven Gold and Silver Awards for Website, Apps, Marketing Campaigns

NEWARK, Del.--(BUSINESS WIRE)--Sallie Mae, the nation's saving, planning, and paying for college company, was recognized recently by the American Business Awards with seven Stevie® Awards for achievements in digital strategy and marketing.

"Kendal's Story," a video featuring Kendal Cooney, one of Sallie Mae’s four inaugural Bridging the Dream Scholarship recipients, brought home Gold Awards for Motivational Video and Youth Marketing Campaign of the Year, and a Silver Award for Marketing Campaign of the Year for Financial Products and Services.

Sallie Mae received a Gold Award for Marketing Campaign of the Year for Financial Products and Services for its campaign featuring educator-turned-hip-hop-artist Dee-1. The company’s Dee-1 “Knowledge for College Tour” awarded $95,000 in scholarships to high school students across the country, and the “Pays to Repay” contest paid off Sallie Mae-eligible loans for five deserving students.

Additionally, Sallie Mae won a Silver Award for the new SallieMae.com, a one-stop digital destination full of free tips, tools, and guidance on everything students and families need to make college happen. Sallie Mae’s mobile app and Apple Watch app also were recognized with Silver Awards. Sallie Mae is the first major student lender to expand its customer service support tools into wearables.

“Sallie Mae consistently strives to innovate and provide our customers with high quality service,” said Martha Holler, senior vice president, Sallie Mae. “Being recognized among this impressive group of organizations is a testament to these efforts and reinforces our commitment to providing new tools, resources, and campaigns that further enhance our customers’ experience.”

Established in 2002, the Stevie Awards are a global competition recognizing businesses for premier achievements and positive contributions of organizations and working professionals worldwide.

For more information on saving, planning, and paying for college, visit SallieMae.com.

Sallie Mae (Nasdaq: SLM) is the nation’s saving, planning, and paying for college company. Whether college is a long way off or just around the corner, Sallie Mae offers products that promote responsible personal finance, including private education loans, Upromise rewards, scholarship search, college financial planning tools, and online retail banking. Learn more at SallieMae.com. Commonly known as Sallie Mae, SLM Corporation and its subsidiaries are not sponsored by or agencies of the United States of America.

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Contact:
Sallie Mae
Liz Margolis, 302-451-0598
Elizabeth.Margolis@SallieMae.com

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