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Boulder Valley CU goes beyond 'going green'

BOULDER, Colo. (11/16/07)--Boulder Valley CU announced this month that it is an eco-conscious credit union and that it serves its community to fully embrace the "going green" ideology while setting an example for its members, as well as other financial institutions.

The credit union also launched a website (use the link), to promote their eco-efforts, eco-promotions, eco-partnerships, as well as a resource center for eco-friendly living.

"Boulder Valley Credit Union's eco-friendly efforts are to take a first step to further our culture of environmental responsibility within the communities we serve. We encourage our members to take that step with us in order to reduce the footprint we leave on our environment," said Rick Allen, Boulder Valley CU president/CEO.

To become more eco-friendly, the credit union purchased eco-friendly lighting, paper supplies and office equipment. Boulder Valley prints all marketing materials on recycled paper, and employees recycle and conserve energy wherever possible.

Boulder Valley recently installed solar panels and energy efficient windows in its largest branch facility.

"This is not about 'going green' or rolling out a novelty promotion. This is our way of doing business, and we encourage our members and business partners to consider doing their part in converting to an eco-conscious lifestyle via their day-to-day business practices," said Jason Bauer, Boulder Valley vice president of marketing.

The credit union works with its members to help them "go green" by offering discounts on loans for purchasing fuel-efficient vehicles and installing solar panels on their homes. Boulder Valley employees also serve as a resource for discussing other home improvements that can help its members save on energy costs and reduce their overall impact on the environment.

Every new member to Boulder Valley will receive a free energy-efficient light bulb to help them make an immediate positive impact on the environment. If every household in America changed one light bulb to a CFL bulb, it would be the equivalent of removing 800,000 cars from the road and reducing the related carbon dioxide emissions, the credit union said.

Bauer summarized Boulder Valley's new philosophy: "It all starts with this small step, and in our view committing our entire organization to this philosophy is the right thing to do. It's no longer about doing small things here and there; it's who we are."

Resource Links

[Boulder Valley CU Eco-Efforts](#) -