

Boulder Valley CU's Green Efforts Get Noticed

BOULDER, Colo. — Boulder Valley Credit Union's eco-conscious business philosophy is making a splash in the community.

The credit union recently received the CleanTech Sustainable Business Silver Medal of Honor Award from the Colorado CleanTech Initiative at the 2008 Sustainable Opportunities Summit in Denver.

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organization, has now become a role model or benchmark for other banks or credit unions to follow. BVCU's eco-commitment is a long-term one and is infused in every decision we make as an organization on a day-to-day basis. Our green programs are who we are, how we choose to do business, and how we live and thrive as an organization," said **Boulder Valley CU Vice President of Marketing Jason Bauer.**

Its green moves include installation of solar panels at its main branch, recycling and composting programs via a partnership with Eco-Cycle of Boulder, installation of compact florescent lighting at all four of its branches, as well as the introduction of a suite of eco-related financial products. In addition, 100% of all marketing collateral is printed on

30% post-consumer recycled paper using soy or corn-based inks, and responsible purchasing practices are used for office equipment and supplies, cleaning supplies, and lawn care maintenance. A full list of the credit union's eco-efforts can be found at www.WeCareColorado.com.

The summit brought in companies and researchers from across the nation along with a significant local base of support. Summit

attendees and speakers included Governor Bill Ritter and representatives from the National Renewable Energy Laboratory, National Center for Atmospheric Research, Coors, Corporate Express, Toyota, University of Colorado, Vail Resorts, Wal-Mart, Sun Microsystems, Subaru, and several other local and national companies, laboratories, and research funding groups.

—mdigiovanni@cutimes.com



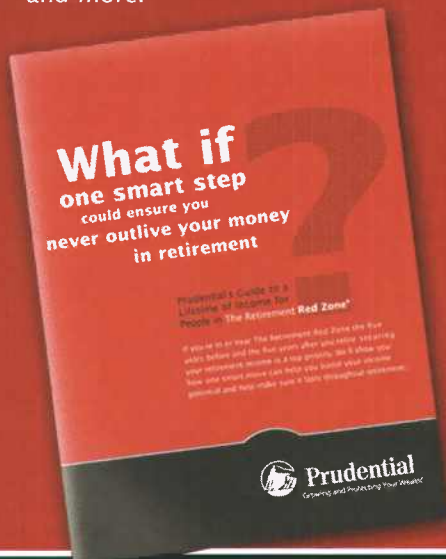
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