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**Boulder Valley Credit Union is the First Financial Institution Awarded
Partners for a Clean Environment (PACE) Certification**

BOULDER, CO – November 26, 2007 – Boulder Valley Credit Union is the first financial institution to be awarded Partners for a Clean Environment (PACE) certification. PACE is a voluntary, non-regulatory organization for Boulder County that reviews businesses for their eco-friendly practices. Boulder Valley Credit Union is the first financial institution, bank or credit union, in Boulder County to meet the requirements necessary for certification.

Amin Delagah, Pollution Prevention Specialist with Boulder County's PACE was impressed with the credit union's "green" accomplishments and commitment. Mr. Delagah stated, "It's impressive that a financial institution is working hard to reduce its environmental footprint. We are excited to have Boulder Valley Credit Union on board and paving the sustainable path for other financial institutions."

On behalf of Boulder Valley Credit Union, Jason Bauer, VP of Marketing, accepted this distinguished honor from PACE and hoped that the certification will set an example for not only other financial institutions, but credit union partners and members as well. "This is not about "Going Green" or rolling out a novelty promotion. This is our way of doing business, and PACE certification only validates that Boulder Valley Credit Union is moving in the right direction in doing what is best for our members and our futures."

The credit union looked into every aspect of our business to determine what we could do to become more eco-conscious. We purchase energy-efficient lighting, office equipment, recycled-content paper and other office supplies. We print all marketing materials on at least 30% post-consumer recycled paper, and employees recycle, compost, and conserve energy wherever possible. In addition, solar panels and energy efficient windows were installed in our largest branch facility. Boulder Valley Credit Union recently launched a website, www.WeCareColorado.com, to promote their eco-efforts, eco-promotions, eco-partnerships, as well as a Resource Center for eco-friendly living.

In May 2007, Boulder Valley Credit Union began proactively working with their members to help them "Go Green" by offering discounts on loans for purchasing fuel-efficient vehicles and installing solar panels on their homes. On an ongoing basis, every new member to the credit union 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.

About Boulder Valley Credit Union:

Boulder Valley Credit Union is a member-owned, eco-conscious financial cooperative. The credit union was founded in 1959 to serve the employees of the Boulder Valley School District. Today, our diversified membership includes employees and members from over 400 groups in Boulder County and the Estes Park community. Boulder Valley Credit Union is committed to helping its members achieve their financial goals by offering better rates on savings and loans, lower fees, and professional, impartial consumer information. Boulder Valley Credit Union manages over \$153 million in assets from nearly 18,000 members, and provides services to its members through the largest national network of over 2,200 CU Service Centers, over 25,000 ATMs, a call center, and a website: www.bvcu.org.



Amin Delagah (left), Pollution Prevention Specialist with Boulder County awards Jason Bauer (right), VP of Marketing at Boulder Valley Credit Union with Partners for a Clean Environment (PACE) certification. BVCU is the first financial institution in Boulder to receive PACE certification.

The overall **goal** of the PACE program is to reduce the use of hazardous materials and the amount of waste to water, land, and air that results from business, government, and household activities in Boulder County. In order to meet this goal, PACE staff identify outreach needs, compile information, and provide motivation for businesses to achieve emission and waste reductions beyond compliance levels.

PACE Certification Criteria

For each sector, focus group meetings are held with representatives of local businesses. These focus groups help to determine achievable and appropriate pollution prevention goals. The set of goals become the criteria for certification and recognition as a PACE partner. Business participation in the development of certification criteria gives the program more credibility and acceptance among the business community. In addition, the focus groups identify business leaders who are motivated to implement measures and who may serve as role models for business peers.