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Contact:
Steve Carr
303-415-3504
scarr@bvcu.org

Boulder Valley Credit Union Leads the Way Towards Being the First Zero Waste Financial Institution in Boulder Via Partnership with Eco-Cycle

BOULDER, CO – December 3, 2007 – Boulder Valley Credit Union partnered with Eco-Cycle and is the first financial institution in Boulder County and the markets it serves to take significant steps toward becoming a Zero Waste Company according to Robin Burton, Zero Waste Services Coordinator with Eco-Cycle of Boulder. “We are excited that Boulder Valley Credit Union made the decision to go beyond recycling by conserving, composting, and purchasing eco-friendly products.”

Boulder Valley Credit Union’s vision reflects a new era of resource conservation by working to create Zero Waste operations. The credit union looked into every aspect of operations 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. The 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.

“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 do their part in considering an eco-conscious lifestyle via their day-to-day business practices,” said Jason Bauer, VP of Marketing.

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. Mr. Bauer summarized the credit union’s new philosophy as follows, “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.”

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.

What is Zero Waste?

Rather than looking at production systems as one way and linear, eco-cycle redesigns them to be cyclical, as in nature, where there is no such thing as “waste” and materials are kept in the production cycle. [Zero Waste](#) is emerging as a paradigm shift, a new, comprehensive socio-technical system that addresses our resource use from product design to disposal.

There are four central concepts to the Zero Waste system:

1. Changing the Rules to support resource recovery;
2. Producer Responsibility to hold industry liable for creating less toxic and more efficient products;
3. Purchasing for Zero Waste to use our buying power as our voice for Zero Waste; and
4. Resource Recovery Infrastructure to build the processing and recovery systems to move us toward Zero Waste.

Learn more about all these aspects and the [Zero Waste System](#) or visit www.ecocycle.org

