

## FOR IMMEDIATE RELEASE

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### **Boulder Valley Credit Union Continues to Sustain their Reduce, Reuse, and Recycle Commitment**

**BOULDER, CO March 28, 2008:** Boulder Valley Credit Union takes yet another eco-friendly step toward reducing its environmental impact through their continued pledge to sustainability.

BVCU's IT Department, along with its Green Team, organized two company-wide recycling efforts (January and March) asking staff and volunteers to bring in their unwanted computers, monitors, TVs and VCRs/DVDs to collectively dispose of these items in an environmentally responsible manner. Within several weeks, we collected over 100 items between all of our branches, which are approximately 2 items per employee/volunteer, claimed Ron Hodel, IT Manager. The fee we paid was well worth every penny when you think about the larger positive benefits gained through reusing and recycling.

Recycling highly toxic products that clearly do not belong in the landfill, such as thousands of outdated laptops, burned-out monitors, defunct CPU's and small-screen televisions, has historically been a challenge for businesses and consumers not only in the aspect of acceptability but also economically. These items were chosen as priority items for the hazards they pose to our environment if land filled, and for the waste volume they represent in our high-tech community.

- Electronic waste constitutes 2-5% of the US municipal solid waste stream and continues to grow rapidly. A projected 500 million pieces of electronic equipment has been discarded between 1997-2007
- The average lifespan of a personal computer has shrunk from four or five years to barely two years
- An average of 200 million tons of computers and other waste are discarded into landfills and incinerators every year in the US
- Each computer and television display uses a Cathode Ray Tube that contains an average of 4-8 pounds of lead which can potentially leak into the soil

Collecting these materials creates an opportunity not just for recycling, but also for reuse. Reusable computers (Pentium and above) will be donated to non-profit groups with permission of the original owner.

Non-reusable, broken, outdated, "end of life" equipment will be sold to companies who will achieve the highest recycling rates for the material, while meeting or exceeding all state and federal regulations for hazardous and solid wastes.

The potential growth of these programs is very large and is in some ways limited only by our imagination, the capacity of a facility, and funding. At BVCU it is seen as an opportunity to create yet another significant community service for the sake of environmental and public health.



**About Boulder Valley Credit Union:**

Boulder Valley Credit Union is a member-owned, not-for-profit, eco-conscious financial cooperative. BVCU 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. BVCU 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. BVCU manages over \$160 million in assets from nearly 18,000 members. BVCU provides services to its members through the largest national network of over 2,200 CU Service Centers, over 25,000 CO-OP ATMs, a call center, and a website: [www.bvcu.org](http://www.bvcu.org).



Boulder Valley Credit Union installed a 10-kilowatt solar electric system at the Arapahoe Branch located at 5505 Arapahoe Ave, Boulder, CO. The solar panels produce clean, emission-free solar electricity, thereby offsetting 14 tons of CO2 pollution each year, which is equivalent to planting 1,078 total trees or equivalent to reducing 30,500 auto traveling miles per year. A Fat Spaniel monitoring system can be viewed on our website to demonstrate how much electricity our system produces as well as the cost-savings of the energy our panels have generated.