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BOULDER VALLEY CREDIT UNION'S EARTH DAY ECO-EXPO DRAWS MANY ECO-CONSCIOUS EXHIBITORS AND ATTENDEES

BOULDER, CO – April 21, 2008 – Boulder Valley Credit Union celebrated Earth Day by hosting an Eco-Expo that featured over 30 local, Boulder-based environmentally-friendly and sustainable businesses and organizations. The Earth Day Eco-Expo took place at the Arapahoe Branch, 5505 Arapahoe Ave., Boulder on Saturday, April 19th from 10 a.m. to 2 p.m.

The Expo exhibitors showcased their green efforts and products. They explained and demonstrated how their services could help one become more eco-conscious. Participating companies and organizations included eco-friendly products and services, alternate energy resource companies, eco-conscious resource guides, and sustainable-based organizations.

“It is very important to us at Boulder Valley Credit Union to support the network of local businesses in our community. This Eco-Expo allowed us to celebrate Earth Day in a meaningful way as well as support like-minded, eco-conscious businesses and partners,” stated Jason Bauer, VP of Marketing and E-Commerce.

Attendees learned how they could take a proactive approach in reducing their environmental footprint and were appreciative of the opportunity to visit with a variety of eco-friendly businesses and organizations in one location. Participants enjoyed free food, games, and activities for the kids. One of the main features were the electric cars, trucks, and scooters that were on display and available for a test drive. Another crowd pleaser was the solar oven that cooked veggie hot dogs and s'mores.

Boulder Valley Credit Union is the only fully eco-conscious banking alternative in Colorado. The Eco-Conscious Credit Union offers discount financing for fuel-efficient vehicle loans, solar panel additions, as well as other eco-friendly home improvement projects.

For more information about Boulder Valley Credit Union's Earth Day Eco-Expo, visit www.bvcu.org or www.WeCareColorado.com. For information about exhibiting at the Eco-Expo next year, contact LeAnn Faulkner at 303.415.3514.

About Boulder Valley Credit Union:

BVCU 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 \$153 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 ATMs, a call center, and a website: www.bvcu.org.

