



MEDIA KIT

Boulder Valley Credit Union

Mission and Vision



Headquartered in Boulder, Colorado, Boulder Valley Credit Union manages over \$154 million in assets, is financially sound, and prides itself in offering cost-saving and value-added financial products and services to its 17,800+ members - enabling them to achieve their financial goals efficiently.

BVCU, organized in 1959 by people who desired a financial alternative, is a visionary and dynamic company with a grassroots philosophy of "People Helping People". Its diversified membership appreciates its complete array of convenient financial services that meets their ever-changing needs and exceeds their demanding expectations.

Today, BVCU is the first financial institution in Boulder and the communities it serves to go beyond "going green". BVCU feels that being environmentally responsible is the best way to conduct business.

Every aspect of our business is inspired by four key values:

Superior Services – We offer a complete selection of cost-saving financial products and service from savings and checking services to mortgage and personal loans. In addition, we offer an array of convenient services such as no-cost Internet Banking and Bill Payment, e-Statements, and loans by phone or Internet.

Great People – Our people are the foundation of our success! We attract, develop, train, and retain the most talented, committed, and member-centric professionals in our industry. We nurture a fair and open culture that inspires quality member service, leadership, and personal growth. We seek individuals who are driven to help our members achieve their financial goals. Superior service from our highly-trained professional staff sets BVCU apart from all other financial institutions.

Superior Returns – We strive to return more back to our members in the form of better rates, lower fees, and service value. We strive to lead the financial services industry in value for our members. We work relentlessly to refine our business model for efficient and effective performance. We invest in our people, our processes, and our operations to ensure strategic sustainable growth. Our staff, employer groups, and members are all essential to our success and continually strive to develop lasting relationships built on mutual trust.

Responsible Business Practices – We conduct business in a professional way that improves the lives of our members and the communities that we live and work in. Operations follow guidelines to maintain efficiencies while reducing energy, waste, and our footprint on our environment. We support causes that are important to our Mission and Vision and the communities we serve. "Going Green" is not just a catchy phrase, but the way we do business.

Boulder Valley Credit Union Contact Information

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November 8, 2007



To Whom It May Concern:

I am Steve Carr, Public Relations Manager with Boulder Valley Credit Union. I am excited to share our announcement of our company's commitment to "Going BEYOND Going Green."

Boulder Valley Credit Union believes that preserving our environment is good business practice. Even the little things we can do will make a big impact. Using eco-friendly products and equipment, recycling, and conserving our resources are the way we do business.

This media kit includes a November 8, 2007 *Press Release* announcing that Boulder Valley Credit Union is the first financial institution in Boulder and the communities we serve to take a substantial step toward becoming fully eco-conscious while setting an example for our members and other financial institutions in Colorado. I have also included a brief history of Boulder Valley Credit Union and our mission.

Please contact me if you have any questions or would like me to provide more information. Visit our informative and comprehensive website at www.WeCareColorado.com that details our eco-efforts. I would appreciate the opportunity to meet with you to discuss our eco-program with you further.

Thank you for your consideration.

Sincerely,

Steve Carr
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FOR IMMEDIATE RELEASE

Contact:
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Boulder Valley Credit Union Goes Beyond “Going Green.”

BOULDER, CO – November 1, 2007 – Boulder Valley Credit Union announced that it is an eco-conscious credit union. BVCU is the first financial institution in Boulder and the communities we serve to fully embrace the “Going Green” ideology while setting an example for our members as well as other financial institutions. Along with this announcement the credit union 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.

“Boulder Valley Credit Union’s eco-friendly efforts are to take a first step to further our culture of environmental responsibility within the communities we serve. We encourage our members to take that step with us in order to reduce the footprint we leave on our environment,” said Rick Allen, President/CEO.

The credit union looked into every aspect of our business to determine what we could do to become more eco-friendly. We purchase eco-friendly lighting, paper supplies, and office equipment. We print all marketing materials on recycled paper, and employees recycle and conserve energy wherever possible. BVCU also recently installed solar panels and energy efficient windows in our largest branch facility. In addition, we have made the commitment to continue seeking additional ways to be more eco-friendly. For a full list of our eco-efforts visit www.WeCareColorado.com.

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

We proactively work with our members to help them “Go Green” by offering discounts on loans for purchasing fuel-efficient vehicles and installing solar panels on their homes. Our employees also serve as a resource for discussing other home improvements that can help our members save on energy costs and reduce their overall impact on the environment.

On an ongoing basis, every new member to BVCU 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 BVCU’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:

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.



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.