



## FOR IMMEDIATE RELEASE

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### Boulder Valley Credit Union Goes Beyond “Going Green.”

BOULDER, CO – November 13, 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](http://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](http://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 first 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](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 CO<sub>2</sub> 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.