



NEWS RELEASE
For Immediate Release

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Finalists Named in Elevations' \$20,000 Car Giveaway

Winner to be decided at key turning event this Saturday

Boulder, CO — Five finalists have been randomly selected from thousands of entries in Elevations Credit Union's \$20,000 Car Giveaway. The finalists are Joy McElroy, 87 of Boulder; Christopher Church, 48 of Broomfield; and Danny Citron, 76; Samantha Vazquez, 31; and Rebekah Adams, 18 all from Longmont.

All five became eligible by opening new accounts at Elevations Credit Union between October 1 and December 31, 2008. Each of the five finalists will attend a special key turning event this Saturday, January 31 at the Elevations branch on the Diagonal Hwy. in Boulder. Whoever selects the key that starts the engine will win the \$20,000 car.

Elevations ran this promotion to increase new membership during the fourth quarter of 2008. During this time period, Elevations saw a sizeable increase in new member growth over Q4 2007.

In developing this promotion, Elevations Credit Union partnered with Automotive Avenues, a Lakewood, CO based new and used car auto buying service for credit union members.

Elevations is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 76,000 members. Elevations operates nine branches in Boulder, Broomfield, Lafayette and Longmont. For more information, please visit

www.ElevationsCU.com.