



NEWS RELEASE

For Immediate Release

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“*Simply Unprecedented*” Elevations Wins Boulder Gold for 12th Time

Boulder, CO — “*Simply unprecedented*” was the phrase of the day throughout Elevations Credit Union branches early this week. Clearly the people’s choice, Elevations is both proud and humbled by its members voting their credit union Best Financial Institution in Boulder County as part of the annual Daily Camera Readers Poll. “Everything that we do, we do for our membership. There are plenty of choices in the marketplace, we are so grateful to have such loyal members,” said Gerry Agnes, Elevations President and CEO. “I cannot say enough about our staff and their dedication to providing unparalleled service and expertise to their members each and every day, I could not be more proud of our organization,” Agnes went on to say.

Elevations Credit Union has 21.6% market share in its service area which in addition to Boulder County includes Broomfield County and Loveland. “Our membership is active and involved. We understand the need to support the communities that we serve,” said Dennis Paul AVP, Business and Community Development for Elevations. Winning Boulder County Gold for the 12th time in 13 years clearly sends the message that Elevations is doing it right.

Elevations won the Boulder Chamber's Community Sustainability Leader Award in 2010. At that time Paul pointed out that without a focus on the "Triple Bottom Line" Elevations could not enjoy the success that it does.

Elevations, with assets over \$980 million, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 85,000 members. Elevations operates nine branches serving Boulder, Broomfield, Westminster, Lafayette, Longmont, Loveland and the surrounding areas. For more information, please visit www.ElevationsCU.com.