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Elevations Credit Union Selected by the City of Fort Collins to Provide Financial Services to Employees

Fort Collins, CO – April 20, 2018 – Elevations Credit Union has been selected by the City of Fort Collins as their financial service provider to tailor programs to further City employees’ financial well-being, including access to financial education, financial services and related banking benefits.

Elevations Credit Union financial services will be offered to City employees as a value-added employee benefit within the City’s Total Reward Strategy. Benefits of working with Elevations Credit Union include financial education and training, like seminars on-site at the City’s headquarters to address a wide-range of pertinent financial topics, online financial education, special events for City employees designed to enhance financial well-being, financial advising and counseling, cost-effective checking and savings accounts and competitive lending products and credit card options.

“We look forward to working with Elevations to deliver quality financial programming to our employee base,” said Kelly DiMartino, Sr. Assistant City Manager. “After going through a competitive selection process, Elevations emerged as the preferred partner based on their high quality products and exceptional customer service. As a fellow Malcolm Baldrige National Quality Award winner, Elevations is committed to many of the same principles and values as we are at the City of Fort Collins.”

The City of Fort Collins’ vision to provide world-class municipal services through operational excellence and a culture of innovation aligns directly with Elevations core competencies of Membership First and Operational Excellence, and the core value of Creativity, which incorporates a focus on innovation. The City’s mission of exceptional service for an exceptional community creates a culture, which differentiates the City of Fort Collins services from other cities, and Elevations Member Value Proposition evidences why a member should consider aligning with Elevations.

“Elevations seeks to partner with like-minded companies and believes strongly that this is a perfect fit for the two organizations,” said Bryan Watkins, Elevations Northern Colorado Market President. “We are thrilled to bring the City of Fort Collins into our fold and we look forward to providing value-added employee benefits at many levels. Elevations is proud to serve Northern Colorado and has a vested interest in making sure city employees thrive as they pursue their financial goals.”

Elevations serves hundreds of companies, non-profit organizations and municipalities as “Select Employee Groups,” the term for major business partners including many organizations similar to the City of Fort Collins. Elevations has served Select Employee Groups in this manner since its inception for over sixty-four years. Elevations representatives are deployed on-site to virtually all of these groups/companies each year, and offer on-site education through its RealityCheck financial education initiative, open membership enrollments, resource tables and support at employee events.



Elevations education program RealityCheck provides unbiased financial education and consumer information to its membership and the community, directly supporting its core purpose of providing solutions for a better life. This initiative is nationally recognized and provides important value-added financial literacy delivered by subject matter experts and is available to Select Employee Groups via on-site education, seminars at Elevations locations, and web-based learning. In 2017 alone, Elevations deployed over 220 RealityCheck programs serving over 3,500 unique individuals.

Many large employers request Elevations staff come on-site regularly throughout the year. This approach allows staff the opportunity to learn in a convenient and familiar setting where they can ask questions and familiarize themselves with all of the resources available to them.

For more information about Elevations Credit Union please visit www.elevationscu.com.

About Elevations Credit Union

Elevations Credit Union is a member-owned not-for-profit financial institution serving Colorado's Front Range. Elevations provides a broad portfolio of financial products and services including checking and savings accounts, mortgage loans, credit cards, auto loans, home equity lines of credit, student loans, business loans and financial planning. Founded in 1953 as the U of C Federal Credit Union in Boulder, Elevations has grown from 12 members and less than \$100 in assets to an institution with more than 130,000 members that manages more than \$2 billion in assets and is the No. 1 credit union mortgage lender in Colorado. In 2014, Elevations earned the prestigious Malcolm Baldrige National Quality Award. In 2015 and 2016, Elevations was named one of the Best Companies to Work for in Colorado™ in the large company category. Readers of local newspapers name Elevations "Best Bank/Financial Institution," "Best Mortgage Lender" and "Best Customer Service" year after year. If you live or work in Larimer County, you can become a member. To learn more, visit elevationscu.com.

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