



NEWS RELEASE

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Elevations Credit Union Recognized for Award-Winning Marketing

Boulder, CO — Elevations Credit Union announced today that its marketing team has won four prestigious industry awards for excellence in marketing from two national credit union organizations.

“These awards recognize the best-of-the-best in credit union marketing,” said Susan Green, AVP of Marketing for Elevations Credit Union. “The fact that we were recognized with four separate awards speaks to the creativity and talent of our team. These awards are not easily earned and we are proud of this recognition.”

Elevations received three Golden Mirror awards presented by the Credit Union Executive Society (CUES), which honors outstanding achievements in credit union marketing. Elevations received a First Place in the miscellaneous category for an internal campaign supporting a major technology upgrade. They also won a Second Place award in the Television category, and an Award of Merit in the radio category.

In addition, Elevations received a MAC Bronze Award in the Comprehensive Campaign category. The MAC Awards are a nationwide competition sponsored by the Marketing Association of Credit Unions. A panel of judges with extensive background in credit unions and marketing select the winners through a process that includes campaign results, production quality, and creative design.

As an industry leader, Elevations Credit Union is thrilled to be the recipient of these prestigious awards.

Elevations Credit Union, headquartered in Boulder, Colorado, was founded on the campus of the University of Colorado in 1952 and has evolved into a financial institution able to meet complex financial needs of consumers and businesses. Members enjoy free online banking and online bill pay, 11 branches serving Boulder and Broomfield Counties as well as Loveland, 4,500 shared branching service centers, and 28,000 CO-OP ATMs nationwide. With a solutions-based business model Elevations is uniquely tailored to assist the consumer in making informed decisions. Because of our outstanding service quality and suite of competitively priced products, we have been voted "Best Financial Institution" 12 times. Elevations provides banking services to over 95,000 of your neighbors and friends and has over \$1.2 billion in assets. If you love where you live, it matters where you bank. Check us out at elevationscu.com