



**NEWS RELEASE**  
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## **Elevations Challenge to Buffalo Bicycle Classic Riders and Sponsors is met with Unconditional Success**

**Boulder, CO** — Without a pedal being turned, this year's Buffalo Bicycle Classic was once again able to meet the critical scholarship needs of the students in the School of Arts and Sciences at the University of Colorado at Boulder. For the first time in its eight-year history, the early fall ride was cancelled. The decision was made at the request of Boulder County officials in response to the Fourmile Canyon Fire, the most destructive and costly fire in Boulder County history.

However, Elevations Credit Union, the ride's title sponsor not only challenged riders and sponsors not to request refunds, but the credit union also contributed an additional \$25,000.00 to the scholarship fund as a challenge to other supporters. In response, nearly 100% of sponsor dollars remained committed to this year's ride. As of September 30th, over 75% of ride participants elected to commit their entry fees to the scholarship fund. "Elevations came to our directors with the idea that this scholarship initiative is too vital to our students to let a year slip

by,” said Todd Gleeson, Dean of the School of Arts and Sciences. “Elevations Credit Union has been with us since the inception of the ride and we cannot adequately express how appreciative we are of their partnership and their commitment.” Gleeson went on to say.

*Elevations, with assets over \$950 million, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 84,000 members. Elevations operates nine branches serving Boulder, Broomfield, Lafayette, Longmont, Loveland and the surrounding areas. For more information, please visit [www.ElevationsCU.com](http://www.ElevationsCU.com).*

*Since the Buffalo Bicycle Classic’s founding in 2003, the event has raised more than \$1.2 million in scholarships for good students who have demonstrated financial need. So far, 448 scholarships have been awarded. The BBC is the largest single source of scholarships in arts and sciences, the largest college at the university. For more information, please visit [www.buffalobicycleclassic.com](http://www.buffalobicycleclassic.com).*