



NEWS RELEASE
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For More Information, Contact
Dennis Paul, 303.443.4672, ext. 1188

New Website Bolsters Elevations Community

Boulder, CO — As part of a sweeping rebranding initiative, Elevations Credit Union has launched a new state of the art website focused on user experience, local connections and enhanced online banking. Working with Bridgeline Digital, an award-winning web development company, Elevations has created an online environment that resonates with the communities it serves. Based on member feedback and research, the redesigned website is clean, uncluttered and easy to use. “Elevations is about its communities and a very loyal constituency; we need to reflect this in our brand and our online presence,” said Todd Kern, Elevations Chief Marketing Officer.

Beyond the tone and the themes of the new site, Elevations is providing improved online banking and bill pay, and introducing more robust tools to help members bank on the go 24/7. In the coming weeks, members will have new online features that include mobile banking via a cellular phone, enhanced money transfer functionality and remote deposit from home, all part of Elevations commitment to continue to provide the latest in technology to our members.

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, 9 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. We provide banking services to over 95,000 of your neighbors and friends and have over \$1.01 billion in assets. If you love where you live, it matters where you bank. Check us out at elevationscu.com