



NEWS RELEASE

For Immediate Release

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Every Day is Bank Transfer Day at Elevations

Boulder, CO — Saturday, November 5th marks a historic day for U.S. consumers and credit unions. In a nationwide movement, consumers have spoken out in favor of moving assets away from large scale for-profit commercial banks and into strong community-based credit unions; non-profit financial cooperatives that keep resources local and return earnings to their member-owners. “The credit union model is certainly not new, and Elevations Credit Union has been serving the Front Range for nearly 60 years”, said Gerry Agnes, Elevations President and CEO. “Simply put, we are advocates that welcome consumers and businesses who are seeking a viable alternative to the traditional for-profit banking model.” Agnes went on to say. Making the move is easier than people think. Credit union staff helps complete all facets of the move including electronic payments, bill pays and direct deposits. Elevations Credit Union encourages consumers and businesses to decide for themselves where to conduct their business. The credit unions role is to present them the information they need to make an educated and well informed decision.

As a cooperative financial institution, a credit union is governed and controlled by its member/owners and operates for the purpose of providing loans and promoting savings, while on average offering better rates and lower fees.

November 5th, Bank Transfer Day, is just one day for consumers and businesses to make the move to a credit union. We want consumers to know that every day is a good day to join a credit union.

Elevations, with assets over \$1 billion, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 90,000 members. Elevations operates nine branches serving Boulder, Broomfield, Westminster, Lafayette, Longmont, Loveland and the surrounding areas.

Free checking and debit cards are the standard at Elevations.

For more information, please visit www.ElevationsCU.com.