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## **Elevations Credit Union earns ‘triple bottom line’ honor**

**Boulder, CO** — As the recently named recipient of the Boulder Chamber of Commerce’s “Community Sustainability Leader Award” for 2010, Elevations Credit Union has been recognized as a pacesetter in what’s known as “the triple bottom line” of: economic success, concern for the ecological footprint and commitment to social equity.

“It’s one thing to do business in Boulder, it’s an entirely different thing to become part of the community in the way that we have,” said Gerry Agnes, President and CEO of Elevations Credit Union. “This award is a tribute to our staff and their sense of responsibility to the communities we serve. This award reflects our commitment to the triple bottom line and we see this as a key to our success.” Elevations Credit Union set record highs in net worth, assets, total membership, and net income in 2009.

Environmental and social values are part of the fiber of Elevations Credit Union. As important as it is to manage member assets in a prudent financial manner, it is equally important to be good stewards of the environment and the communities that support the organization.

Consistent with the commitment to social responsibility, Elevations Credit Union seeks to minimize the impact of its activities on the environment and promote the understanding of sustainability in its business activities. The goal is to continually look for ways in which the organization can improve its green credentials; and to link with other like-minded companies and organizations. As an active member and participant with Xcel Energy and the City of Boulder in the Climate Smart Program, Elevations Credit Union has reduced its carbon footprint by 19%. In addition, the credit union has reduced energy consumption by 11.5% in the last year. The credit union also has a strong re-cycling initiative and utilizes green cleaning, green purchasing and green construction best practices

The third pillar of the triple bottom line, social impact, is also an essential element to the credit union's success. Each year, Elevations pledges to support the community with an amount equal to or greater than 2% of net income in grants, sponsorships, fund raising, and in-kind services. Elevations actively supports community organizations that focus on three key areas: education for at risk populations, affordable housing and the environment.

"Elevations shares a common bond with Boulder, we have a unique opportunity to impact our community each and every day. In our minds it's not optional and it certainly pays dividends in many ways," said Dennis Paul, Assistant Vice President of Business and Community Development.

*Elevations, with assets over \$940 million, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 80,000 members. Elevations operates eight branches serving Boulder, Broomfield, Westminster, Lafayette, Longmont and the surrounding areas. For more information, please visit [www.ElevationsCU.com](http://www.ElevationsCU.com).*