



## NEWS RELEASE

For Immediate Release

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## **What's an Elevations Bar?**

### ***Visit the new Louisville Branch to find out***

**Boulder, CO** — Elevations Credit Union is unveiling its new branching concept in Louisville this Saturday March 22<sup>nd</sup> at 300 McCaslin Blvd. Making its debut is the new Elevations Bar, an environment where members can learn about options for accessing all of their accounts and member benefits. The Elevations Bar is equipped with iPad technology that is hands on and fully interactive with Elevations staff there every step of the way to assist and help through an experiential learning process.

The way consumers transact business is changing. Basic transactions are migrating away from the branch to more online, mobile and ATM based channels. Over 50% of Elevations members are using remote services for their basic transactional needs. At the same time consumers are becoming more and more sophisticated and are expecting more of their financial institution. As such, Elevations new branching model will allow staff to deliver an experience focused on providing financial solutions in a user friendly environment through a one on one advice-giving exchange.

“We are thrilled to be in Louisville with a new branch model and look forward to providing a great experience for the community,” said Kim Felton, Elevations VP of

Branches. “Branch 2.0 utilizes a consultative approach emphasizing quality member engagement.” Felton went on to say.

In addition, the branch is set up to allow members to meet with not only branch staff but also a broad spectrum of specialists including wealth management advisors, mortgage lending professionals and business services providers in a private and comfortable setting.

The branch has a dramatically new look designed to feature the community. There is an emphasis on local community partners, locally sourced building materials and the branch was decorated by local artists.

There will be an official opening celebration on Saturday March 22<sup>nd</sup> from 11:00 – 2:00. The opening will feature two of Elevations community partners; Foothills United Way and Clinica Family Health Services. Elevations Foundation is making a donation to these partners between March 10<sup>th</sup> and March 22<sup>nd</sup>. For every person who visits the branch or opens an account the Foundation will make a donation and for every donation received from the community the Foundation will match up to \$5000. This is an event open to the community with live music and food.

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*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 34,000 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” 14 times. Elevations provides banking services to over 100,000 of your neighbors and friends and has over \$1.4 billion in assets. If you love where you live, it matters where you bank. Check us out at [elevationscu.com](http://elevationscu.com).*

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