



NEWS RELEASE

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Elevations Branch 2.0 Debuts in Loveland Market

Boulder, CO — Elevations Credit Union unveiled its new branching concept in Loveland on February 10th at 970 E. Eisenhower Blvd. This new more centrally located branch utilizes a consultative approach emphasizing quality member engagement. “The way consumers transact business is changing. Basic transactions are migrating away from the branch and to more online, mobile and ATM based channels,” said Jay Champion, Chief Lending and Member Service Officer for Elevations Credit Union. “Member needs are becoming more and more sophisticated. We want to deliver an experience where the focus is on providing financial solutions for our members,” Champion went on to say.

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. In addition, Elevations has installed smart ATM’s that allow members to conduct the majority of their business, including cash transactions, balance inquiries, transferring funds, making payments and doing shared branching transactions at their convenience. With on screen instructions, these new more robust ATM’s are easy to use, save time and allow for 24x7 access for members.

The branch itself 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 1st from 11:00 – 2:00.

The opening will feature two of Elevations community partners; Read Aloud Loveland and House of Neighborly Service. Elevations Foundation is making a donation to these partners between February 10th and March 1st. 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 Loveland community with live music and food as well.

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.
