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FOR IMMEDIATE RELEASE

Bellco Selects GoodnessWorks as Advertising Agency of Record

Denver-based GoodnessWorks to focus on Bellco Theatre brand activation and support credit union's overall brand

GREENWOOD VILLAGE, Colo. (Feb. 25, 2013) – [Bellco](#) today announced that it has selected Denver-based [GoodnessWorks](#) as the company's advertising agency of record. GoodnessWorks will help Bellco with brand activation around the Bellco Theatre at the Colorado Convention Center, of which Bellco assumed the naming rights sponsorship late last year. In addition, GoodnessWorks will collaborate with Bellco's in-house creative team to provide strategy, ideation, marketing tools and integrated marketing solutions for the overall Bellco brand.

"The GoodnessWorks team brings years of creative experience and innovation to Bellco, and they truly understand our commitment first and foremost to our more than 210,000 Colorado customers," said Deirdra O'Gorman, vice president of customer relationship management for Bellco. "We're excited to collaborate with GoodnessWorks, and based on their history of successful brand campaigns, we look forward to collaborating with them on furthering the Bellco brand."

"Bellco has a passion for growing and contributing to the community around them. At GoodnessWorks, we're excited to create integrated work that honors that passion and continues to grow their brand," says Blake Ebel, founder and chief creative officer of GoodnessWorks.

About Bellco Credit Union

Bellco is one of Colorado's largest financial institutions, with more than \$2 billion in assets and 19 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including mortgages, auto loans and checking accounts. Today, Bellco has more than 210,000 members and over 1,000 Select Employee Groups who benefit from the advantages of a credit union, including lower interest rates on loans, higher yields on savings and access to thousands of ATMs nationwide. Bellco actively supports the community by donating funds and employee volunteer hours to many Denver-area and Grand Junction organizations. "Like" Bellco on [Facebook](#) or "follow" @Bellco_CU on [Twitter](#).

About Goodness Works

Founded in 2012, GoodnessWorks is an advertising agency committed to doing the right thing for clients, employees and the community. Digitally focused. Traditionally trained. GoodnessWorks is a creative collective that focuses on brand story telling through relevant channels to produce results. GoodnessWorks' client roster includes: Qdoba Mexican Grill, Invesco PowerShares, Barilla Pasta and The Extra Mile.

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