



MEDIA CONTACT:
Kimmie Greene
GroundFloor Media
303.865.8151 or 720.560.6628
kgreene@groundfloormedia.com

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BELLCO LAUNCHES NEW VISA CREDIT CARD REWARDS PROGRAM TO CELEBRATE COLORADO'S ACTIVE LIFESTYLE

Triple points now available on sporting goods, recreation and fitness purchases; double points on recurring everyday items

GREENWOOD VILLAGE, Colo. (March 19, 2012) – [Bellco](#) today announced a new look and also a new rewards program for its Visa® Platinum Rewards Credit Card to celebrate the active Colorado lifestyle. Featuring outdoor images captured by local Colorado photographers, the new credit card program offers cardholders triple ScoreCard® Bonus Points on sporting goods, recreation, fitness and other purchases. In addition, double-rewards points are available on recurring expenses such as gasoline, as well as cell phone and Internet bills.

“Whether it’s hitting the slopes in the winter or biking during the summer, Colorado is home to millions of people who are enthusiastic about the outdoors, and Bellco is committed to helping all of us take full advantage of what makes our state so special,” said Deirdra O’Gorman, Vice President of Customer Relationship Management at Bellco. “Bellco’s new rewards credit card makes it easier than ever before to save up for that next fitness or lifestyle purchase, no matter how big or small.”

Beginning in January 2012, cardholders automatically earn triple or double points from qualified merchants. No additional paperwork is required; extra points are automatically added to each cardholders account without the need to save receipts or log purchases. Online registration is required to review reward accounts and track accumulated points. [Click here](#) for more detailed information about participating merchants and available bonus point categories.

Bellco’s new credit card designs showcase photographs of Colorado landscapes including:

- Moonrise at Denver International Airport by Teri Virbickis
- Bear Lake in Rocky Mountain National Park by Clemy Dalfonso
- Fall Colors Changing in an Aspen Grove by Greg Onofrio

The photographs were selected in December 2011 from more than 135 images submitted as part of Bellco’s Uniquely Colorado photo contest. [View the award-winning images](#) on Bellco’s Facebook profile.

About Bellco Credit Union

Bellco is one of Colorado’s largest financial institutions, with over \$2 billion in assets, more than 350 employees and 15 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 200,000 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 surcharge-free ATMs. 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](#).

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