



MEDIA CONTACT:

Kimberly Langston
GroundFloor Media
303.916.9539

klangston@groundfloormedia.com

FOR IMMEDIATE RELEASE

Bellco Credit Union Introduces Financial Education Video Series
“Live Smarter” Videos Offer Financial Tips on Money Management and More

GREENWOOD VILLAGE, Colo. (April 18, 2011) – In an effort to help people make informed decisions about their personal finances, [Bellco Credit Union](#) is tapping into the power of social media by creating a series of more than 20 short financial videos to provide tips on money management, budgeting, family finances, credit and loan education.

The Bellco [“Live Smarter” video series](#) began in March with the launch of seven financial education videos dedicated to buying and financing used cars and a three-video series focused on managing your money during a job loss or change. Today, Bellco is launching a series on planning for financial emergencies, including one educational video featuring FEMA’s guidelines for natural disaster planning and one focused on rebuilding retirement savings.

Samples of future financial video postings include:

- Raising money-smart kids
- Welcoming a baby: the financial realities of having a child
- Evaluating online budgeting sites
- Using home equity wisely
- Understanding home loan options
- Attacking your debt

Bellco, one of Colorado’s largest credit unions, has been committed to serving the community for 75 years. To find out more about Bellco’s upcoming events and educational resources, visit the [Bellco website](#) and [YouTube channel](#), like Bellco Credit Union on [Facebook](#) or follow Bellco_CU on [Twitter](#).

About Bellco Credit Union

Bellco is one of Colorado’s largest credit unions, with nearly \$2 billion in assets, more than 350 employees and 16 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including auto loans, mortgages and checking accounts. Today, Bellco Credit Union has 193,000 members and more than 1,000 Select Employee Groups who offer credit union services to their employees. Member advantages include lower interest rates on loans and higher yields on savings, as well as 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.

###