



FOR IMMEDIATE RELEASE

Media Contacts:

Amanda Brannum
GroundFloor Media
303-865-8143
abrannum@groundfloormedia.com

Gwen Vogelzang
Food Bank of the Rockies
303-375-5852
gvogelzang@foodbankrockies.org

BELLCO AND FOOD BANK OF THE ROCKIES PARTNER TO FIGHT HUNGER IN COLORADO THROUGH DEHYDRATED PRODUCE

Bellco donates \$100,000 to Food Bank of the Rockies to purchase two dehydration units and salvage thousands of pounds of produce each year

GREENWOOD VILLAGE, Colo. (March 1, 2012) – [Bellco](#) today announced a major gift of \$100,000 to [Food Bank of the Rockies](#) (FBR) for the acquisition of two produce dehydration units on the Western Slope. The equipment will enable FBR to dehydrate thousands of pounds of Colorado produce that would otherwise go to waste and distribute it to local residents in need. This program will make FBR one of only six Feeding America food banks in the country to have such capabilities.

The donation is the cornerstone of a new community partnership between Bellco and FBR. To kick off the partnership, Bellco has been collecting non-perishable food items for FBR in its Front Range branch locations since December 2011. A team of Bellco volunteers worked to process and sort those donations today at FBR's Denver headquarters. A check for \$100,000 was presented to FBR's CEO, Kevin Seggelke, during the volunteer event. This gift will fund the purchase of two dehydration units, as well as the kitchen space and equipment needed to house the units.

"Food Bank of the Rockies is deeply grateful to Bellco for its generosity as well as its overall partnership," said Kevin Seggelke, president and CEO of Food Bank of the Rockies. "One in seven Coloradans struggle with hunger. The dehydration units will enable us to provide nutritious food options to our partner agencies that we have not been able to provide prior to this generous gift from Bellco. Our children's programs will benefit tremendously from these dehydration units. Dried fruits are expensive to purchase and will now be offered to more than 2,300 children per week as a healthy snack option."

The dehydrators will be housed in an FBR facility in Grand Junction, Colo., allowing for close proximity to the farms of the Western Slope. Produce dehydrated there – including apples, peaches, cherries, potatoes, onions, peppers, carrots and tomatoes – will be distributed both in Grand Junction and across the state to share with people in FBR's service area. The first shipment of dehydrated produce is expected in the fall of 2012.

“Supporting Food Bank of the Rockies is our way of giving back to the people of Colorado who have provided more than 75 years of support to our financial institution,” said Doug Ferraro, CEO of Bellco. “With this gift, Bellco, along with our 200,000 members, is able to show our appreciation in a significant and ongoing way, ensuring that the resources in our state do not go to waste and make it into the hands of those in need.”

About Bellco

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](#).

About Food Bank of the Rockies

Food Bank of the Rockies, a non-profit organization, distributed 39.4 million pounds of food last year through 1003 partner agencies. Those agencies administer 1,271 hunger-relief programs in Northern Colorado, including Metro Denver, and the entire state of Wyoming. Of the 367,000 people served annually, nearly half are children. Since 1978, FBR has provided 431 million pounds of food to our member agencies, which translates to more than 336 million meals for people in need. Food Bank of the Rockies’ key programs are Fighting Hunger Feeding Hope, Denver’s Table Food Rescue and FBR’s Nutrition Network for children and seniors. Food Bank of the Rockies is a member of Feeding America. For additional information, please visit www.foodbankrockies.org.

###