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FOR IMMEDIATE RELEASE

CALLING ALL SHUTTERBUGS TO CAPTURE “COLORADO FLAVOR” FOR 2011 BELLCO PHOTO CONTEST

*Winning photographers to receive cash rewards;
images could be featured as new Bellco credit card designs*

GREENWOOD VILLAGE, Colo. (Oct. 31, 2011) – [Bellco](#) today announced the launch of its photo contest as part of a social media campaign to select its potential new Visa® credit card designs. The 2011 Bellco Uniquely Colorado Photo Contest encourages local photographers to capture what is unique about Colorado and upload their images online for public voting via [Bellco’s Facebook page](#).

“Founded in 1936, Bellco is proud of our connection to Colorado and excited to celebrate the unique attributes of our state by applying beautiful, local photography to our credit cards,” said Deirdra O’Gorman, Vice President of Customer Relationship Management at Bellco. “Bellco is more than a financial institution, we are part of the communities we serve – so the photo contest is another way for us to demonstrate our passion for building relationships with our customers.”

The 2011 Bellco Uniquely Colorado Photo Contest opens on Oct. 31 and winners will be announced on Dec. 19, 2011. Submission, voting and judging timelines follow:

- Submission Period – Oct. 31 to Nov. 27, 2011
- Fan Voting Period – Nov. 28 to Dec. 11, 2011
- Final Judging Period – Dec. 12 to Dec. 18, 2011
- Announcement of Winners – Dec. 19, 2011

Bellco employees will conduct final judging, and three winning photos will be based on photo quality and “Colorado Flavor” of selected images. To qualify as a winner, those who submit photos must be members of Bellco and “like” the [Bellco Facebook page](#) by the end of the submission period on Nov. 27. Winners will receive cash prizes via electronic deposit directly into their Bellco savings or checking account. Prizes include:

- Grand Prize – \$1,000
- Second Prize – \$500
- Third Prize – \$350

For more information about the 2011 Bellco Photo Contest, check out Bellco’s Facebook profile at [Facebook.com/BellcoCreditUnion](https://www.facebook.com/BellcoCreditUnion).

About Bellco Credit Union

Bellco is one of Colorado's largest financial institutions, with nearly \$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 196,000 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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