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FOR IMMEDIATE RELEASE

**Bellco Provides Customers a Smart Way to Finance College
with New Student Choice Program**

*Bellco Student Choice is designed to help cover the cost of undergraduate education
by offering customers one of the smartest financing options available*

GREENWOOD VILLAGE, Colo. (June 7, 2012) – [Bellco](#) today announced the launch of its new Bellco Student Choice program, giving their customers an option to help pay for an undergraduate degree by using one of the smartest private lending options available. Bellco's Student Choice offering includes benefits such as zero origination fees, lower rates, a convenient line-of-credit structure, and more flexible repayment terms than many student loan lenders.

With college costs on the rise, it's more important than ever for students and families to plan carefully and fully understand all financial aid options. To apply for a Student Choice loan with Bellco, the student should be enrolled at least half time in a four-year degree-granting program at an approved public or private nonprofit school.

When scholarships, grants, and federal aid aren't enough, private student loans can be a necessary and cost-effective way to fill educational funding gaps. Bellco's private student lending solution offered under Bellco Student Choice:

- Helps fill the funding gap that exists after lower-cost sources of aid have been exhausted
- Offers zero origination fees and lower rates than many other lenders
- Allows for fully deferred payment while in school (optional)
- Is structured as a Line-of-Credit (LOC), which can then be used over multiple years
- Offers flexible repayment options, resulting in lower initial payments after graduation
- Provides the chance to reduce the interest rate by 0.25 percent during full repayment when enrolled in automatic payment
- Establishes a relationship with a trustworthy financial institution

"Bellco Student Choice is a great addition to Bellco's family of services, particularly as the cost of a college education continues to rise, and federal loans and scholarships alone are often not enough to cover tuition expenses," said Deirdra O'Gorman, Vice President of Customer Relationship Management. "With so many private student loan options available, deciding which one to choose can be tough, that is why Bellco wanted to give our customers a competitive alternative, so they could work with a financial institution with a long history of helping them meet their financial goals."

An additional benefit of Bellco's Student Choice program is an informative website that includes tools and resources, a guide to financial aid, information on managing debt after college and student loan information.

Bellco Launches New Student Choice Program

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Customers interested in learning more about Bellco CU Student Choice can visit a local [Bellco branch](#), or call **877-223-9535** for additional information. In addition, information and application forms can be found at <http://bellco.studentchoice.org>.

About Bellco Credit Union

Bellco is one of Colorado's largest financial institutions, with over \$2 billion in assets, more than 350 employees and 17 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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