

## **City and County of Denver**

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## **Media Advisory**

## **Bellco Teams with City of Denver** for Colorado Convention Center Sponsorship

**DENVER, Colo.** (*Nov. 30, 2012*) – Bellco will become the naming rights sponsor of the Colorado Convention Center's 5,000-seat concert venue, effective immediately, Arts & Venues Denver announced today. The newly-renamed Bellco Theatre will host its first show when President Bill Clinton speaks at the venue December 3.

Bellco replaces Wells Fargo as the venue's naming rights partner and will host a grand re-opening event once improvements to the venue's green room, lobby and other areas have been completed in January.

"We couldn't be happier to be partnering with Colorado-based Bellco," said Kent Rice, executive director of Arts & Venues Denver, the City agency that oversees operations at the Colorado Convention Center. "We're tremendously grateful for Bellco's commitment to the City of Denver and for the company's support of our agency's properties and the City's cultural programs."

The naming rights deal gives Bellco exclusive marketing and advertising rights for the theatre until December 31, 2017. Bellco will brand the theater using external wayfinding, wayfinding and graphic elements surrounding the theater, and by interacting with event and concert-goers on-site. The deal is subject to final approval by Denver City Council. "As a 76-year-old, Colorado-based company, Bellco is committed to giving back to our local community, and we are proud to be able to invest in the arts and entertainment of our region by sponsoring the Bellco Theatre," said Doug Ferraro, president and chief executive officer at Bellco. "At the same time, as a financial cooperative, we are only as strong as our membership base, and the Colorado Convention Center Theatre naming rights provides us with a strategic and cost-effective way to build awareness about Bellco and our mission to provide the most competitive financial products and services to Coloradans."

For more information about Arts and Venues Denver, Bellco and the Colorado Convention Center, visit <a href="https://www.ArtsandVenues.com">www.ArtsandVenues.com</a>, www.<a href="https://www.ArtsandVenues.com">www.Bellco.org</a>.

Arts and Venues Denver's mission is to enhance Denver's quality of life and economic vitality through premier public venues, artwork and entertainment opportunities. The division operates some of the region's highest-profile facilities including the Colorado Convention Center, Crossroads Theater, Denver Coliseum, Denver Performing Arts Complex and Red Rocks Amphitheatre. Arts & Venues Denver also oversees Denver's public art program, economic development programs including Create Denver, literacy programs such as One Book, One Denver, and entertainment and cultural events such as the Five Points Jazz Festival.

Bellco is one of Colorado's largest financial institutions, with more than \$2 billion in assets 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 210,000 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 ATMs nationwide. 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.