



**FOR IMMEDIATE RELEASE**

**Media Contacts:**

Amanda Brannum  
GroundFloor Media  
303-865-8143  
[abrannum@groundfloormedia.com](mailto:abrannum@groundfloormedia.com)

Tracy Faigin Boyle  
LiveWell Colorado  
720-353-4120, x207  
[tracyboyle@livewellcolorado.org](mailto:tracyboyle@livewellcolorado.org)

**BELLCO AND LIVEWELL COLORADO PARTNER TO  
ENCOURAGE COLORADANS TO MAINTAIN A HEALTHY LIFESTYLE**

*Two-year partnership aimed at promoting healthy eating, active living and financial fitness*

**GREENWOOD VILLAGE, Colo. (April 23, 2012)** – [Bellco](#) and [LiveWell Colorado](#) today announced a two-year partnership aimed at encouraging Coloradans to maintain a healthy overall lifestyle – both physically and financially. Over the next two years, Bellco and LiveWell Colorado will coordinate efforts and conduct joint outreach at different community events across the state to spread their dual messages of healthy living and financial fitness through fun and educational giveaways, contests and activities.

As part of this partnership, Bellco is also sponsoring LiveWell Colorado's Get Movin' Mobile – a co-branded Ford Escape that will highlight Bellco, Automotive Avenues (Bellco's partner for [bettercarbuyer.com](#)) and LiveWell Colorado as it travels throughout the communities served by both Bellco and LiveWell Colorado.

“At Bellco, we are committed to giving back to the communities we serve as well as offering financial education resources to community members,” said Sandra Sagehorn-Elliott, Senior Vice President and Chief Operating Officer of Bellco. “In partnering with LiveWell Colorado, we are able to achieve both of these goals, ultimately contributing to the physical health, as well as the financial fitness of Coloradans.”

“One of LiveWell Colorado's main goals as an organization is to make healthy living relevant to people where they live, learn, work and play,” said Maren Stewart, President and CEO of LiveWell Colorado. “Through this partnership, we will be able to reach a wider audience through our joint presence at events across the state as well as through the visibility of the Get Movin' Mobile. We are deeply grateful to Bellco for its ongoing support of our mission.”

The new Bellco/LiveWell Colorado partnership will officially kick off on May 5 at a community event celebrating the grand opening of Bellco's new branch in Lone Tree, Colo.

**About Bellco**

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](#).

**About LiveWell Colorado**

LiveWell Colorado is a nonprofit organization committed to preventing and reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. LiveWell Colorado’s strategic partners and funders are The Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health and Environment. For more information about LiveWell Colorado, visit [www.livewellcolorado.org](http://www.livewellcolorado.org). “Like” LiveWell Colorado on [Facebook](#) or “follow” @livewellco on [Twitter](#).

###