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NEWS RELEASE

First Western Trust, Mike Shaw Subaru Partner with The Women's Foundation of Colorado on Colorado Gives Day

***First Western Trust, Mike Shaw Subaru will match donations made to
The Women's Foundation of Colorado during Colorado Gives Day - up to \$20,000 -
to support statewide work for Colorado women and girls***

DENVER, COLO. (Nov. 21, 2014) — The Women's Foundation of Colorado (WFCO), a Denver-based nonprofit committed to building resources and leading change so that every woman and girl in Colorado achieves her full potential, today announced it will receive up to \$20,000 in challenge funds on Colorado Gives Day from First Western Trust and Mike Shaw Subaru.

To encourage philanthropy and generous support of The Women's Foundation of Colorado, both companies have pledged \$10,000 donations (dollar for dollar), for a total of \$20,000, on December 9, 2014. Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy in Colorado through online giving. For the fifth consecutive year, Community First Foundation and First Bank are partnering to present Colorado Gives Day. Donations are accepted through ColoradoGives.org.

"The financial commitments made by First Western Trust and Mike Shaw Subaru are so important to Colorado women and girls," said Lynda McNeive, Interim President and CEO of The Women's Foundation of Colorado. "By matching donations from individual donors up to \$20,000, they will inspire giving back on Colorado Gives Day and double the impact our organization can make statewide."

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First Western Trust, Mike Shaw Subaru/2

Since 1987, The Women's Foundation of Colorado (WFCO) has been advocating for the rights of women and girls in Colorado and boldly leading change and building resources to advance their economic opportunities. Grantmaking/investment focus areas and community initiatives include helping low-income single moms on the path to economic self-sufficiency by reducing barriers to employment and training; keeping girls in school and reducing drop-out rates; and advancing opportunities for girls and women in science, technology, engineering and math (STEM).

"First Western Trust focuses our social responsibility efforts on three core areas: economic development, support of the arts, and women and girls," said First Western Trust Director of Philanthropic Services and Marketing, Alexis Owen. "For us, investing in the transformational work of The Women's Foundation of Colorado is not only the right thing to do, it's also good for business. We are proud to partner with The Women's Foundation of Colorado and their fundraising efforts on this important day."

"In the past 10 years, Mike and Nancy Shaw have given more \$4 million to the community and have helped raise more than \$25 million for community and nonprofit organizations," said Jocelyn King, Marketing Assistant for Mike Shaw Subaru. "We believe The Women's Foundation of Colorado's work to ensure brighter futures for Colorado women and girls, and ultimately our state, is critically important and we want to be part of that mission."

\$1 Million Incentive Fund

In addition to First Western Trust and Mike Shaw Subaru doubling donations, The Women's Foundation of Colorado will also receive part of the Community First Foundation and First Bank incentive fund. Colorado Gives Day 2014 features a \$1 million incentive fund, one of the largest gives-day incentive funds in the country. Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the incentive fund, which increases the value of every dollar donated.

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About The Women's Foundation of Colorado

The mission of The Women's Foundation of Colorado is to build resources and lead change so that every woman and girl in Colorado achieves her full potential. We are committed to boldly leading systemic change to advance economic opportunity for all women and girls in Colorado; using research to build knowledge and guide action; building philanthropy that supports and champions women and girls in Colorado; demonstrating and promoting inclusiveness and commitment to diverse people, partners and ideas; and creating strategic partnerships throughout the state to service our mission. For more information, visit www.wfco.org or call 303-285-2960.

About First Western Trust

First Western Trust's mission is to be the best private bank for the Western wealth management client. The integrated wealth management firm delivers a complete package of goals-oriented wealth advisory services to clients that have a uniquely Western spirit from its 11 offices in Colorado, Arizona, California, and Wyoming. Through its proprietary ConnectView service model, First Western delivers tailored solutions, spanning wealth planning, private banking, investment management, trusts and estates, insurance, philanthropic advisory, and retirement services to help meet its clients' interconnected, and often complex, personal, business, and philanthropic needs.

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First Western Trust, Mike Shaw Subaru/3

About Mike Shaw Subaru

Mike Shaw Subaru is a family owned and operated Subaru retailer. The Shaw family has established strong and generous ties to Colorado's communities over the past 10 years. Mike Shaw Subaru proudly supports over 15 national and local charities and has recently received the 2014 Women's Choice Award. Mike Shaw Subaru prides itself on customer satisfaction and strives to provide quality new and pre-owned vehicles to the Northern Colorado area. At Mike Shaw, our customers are our #1 priority and we strive to provide a unique and hassle-free car buying experience for each and every guest. Visit us at mikeshawsubaru.com or call 303-438-7500.

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