



YOUNG & FREE BACKGROUNDER

Last year Common Wealth Credit Union (CWCU), Alberta's fourth largest credit union with over 53,000 members in 14 communities, spanning most of northern Alberta, made a strategic decision to grow its youth member base by introducing products and resources designed specifically for the 17 to 25-year-old demographic.

Young & Free used social media networks to connect with youth and provide them with tips and tools to entertain, educate and manage their day-to-day lives and finances. The strategy worked and resulted in a whopping twelve industry awards across North America.

Out of 900 entries, Young & Free won three first-place Golden Mirror Awards for image enhancement campaigns over \$700 million, segmented campaigns and public relations all assets categories.

The Marketing Association of Credit Unions (MAC) awards recognized Young & Free as Best in Show out of 400 entries, along with presenting three Gold Awards for programs over \$500 million category for editorial public relations, websites and market segment program, respectively.

And the credit union marketing awards season finished with five Achievement In Marketing Excellence (AIME) awards; one Gold medal for new product launch and three Silver medals for coordinated campaigns, radio and websites, as well as the People's Choice Award.

The program was so successful that CWCU decided to integrate the spokesperson contest as an annual initiative where talented young Albertans will have an opportunity to compete for the CWCU's spokester position each year and build their profile both online and at events throughout the province.

Again, Young & Free members will be able to apply and vote for the Young & Free spokesperson to represent and be the voice of the 17 to 25-year-old market. The spokesperson contest is open to anyone between the ages of 19 and 25 who can relate to their peers, be comfortable with all things web, and possess the knowledge to represent CWCU. The winner will be announced in November 2008. For more information, visit online at: www.youngfreealberta.com.

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