



## BACKGROUND

Common Wealth Credit Union (CWCU) is Alberta's fourth largest credit union with over 52,000 members in 14 branches, spanning most of northern Alberta. Established in 1943, CWCU has a rich history of proudly serving the communities it operates in. As a way to continue offering valued member service for future generations, CWCU chose to grow its youth member base by specifically offering the 17 to 25-year-old demographic products and resources that help them manage their lives and finances.

Young & Free began as an idea for an unlimited chequing account and quickly grew to encompass an entire membership offering, complete with a vast array of features, including an interactive microsite with fun facts and figures that connects young people to CWCU and each other through weekly and bi-weekly polls and blogs, some finance-related; others relative to pop culture. The website, [www.youngfreealberta.com](http://www.youngfreealberta.com), provides a platform for Young & Free members to voice their opinion and mold the future of Young & Free service offerings in a number of ways.

Young & Free members will be able to apply and vote for the first 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 possesses the knowledge and ability to connect with his or her peers.

**...more**

Toll Free Call Centre: 1-877-606-6333

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Common Wealth Credit Union  
5012 – 49 Street, P.O. Box  
Lloydminster, AB S9V 1K4  
Phone: (780) 808-4711  
Fax: (780) 808-4578  
[www.commonwealthcu.net](http://www.commonwealthcu.net)  
[www.youngfreealberta.com](http://www.youngfreealberta.com)



Young & Free offers members free and unlimited withdrawals, transactions and transfers online, by phone or in-branch through the Young & Free Chequing Account and includes other convenient services such as money transfers, point-of-sale transactions and ATM access at any credit union branch.

Young & Free is managed by Common Wealth Credit Union with Young & Free members providing their thoughts through the Young & Free website and spokesperson. The winning spokesperson, announced December 10, 2007, will serve as the ambassador to connect young people to Young & Free information, events and fun and will help CWCU continue to provide the best services to future generations. For more information, visit online at: [www.youngfreealberta.com](http://www.youngfreealberta.com).

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