



**For Immediate Release**

## **COMMON WEALTH CREDIT UNION SELECTS YOUNG & FREE SPOKESPERSON**

***Young Albertans Choose Larissa Walkiw of St. Albert to be the Voice of 17 to 25-year-olds***

**LLOYDMINSTER, AB, December 10, 2007** – Common Wealth Credit Union (CWCU), Alberta's fourth largest credit union with 14 branches and over 52,000 members, announced today the winner of its Young & Free Spokesperson search.

Larissa Walkiw, 19 years-old, from St. Albert, Alberta, officially became Common Wealth Credit Union's first Young & Free Spokesperson after young Albertans voted for her in an online election that saw fierce competition from two other Alberta candidates. Walkiw, a visual artist, with a quirky, likeable personality, managed to secure 49 per cent of the votes with her creative video blogs and e-journals posted on the Young & Free website [www.youngfreealberta.com](http://www.youngfreealberta.com). In one month, Walkiw's lively videos were viewed 3,632 times on YouTube and her Facebook group is up to 300 members

Commenting on the voting results, Jeff Mulligan, President and CEO of Common Wealth Credit Union, stated, "Larissa is dynamic, likeable and definitely comfortable with all things web, so it's no surprise that she's captured the attention of the 25 and under crowd. By working with Larissa, we will be able to transform service, value and benefits for our Young & Free Members to what they expect from their financial institution."

"I am very excited to connect with 17 to 25-year-olds and help Common Wealth Credit Union see what they can do for us through the Young & Free program," said Walkiw. "It's exciting to be a part of an initiative that involves young people to the extent that we decide the financial services that we need and how they are communicated to us." As the Young & Free spokesperson, Walkiw will travel around the province, attending and speaking at events, producing and posting audio and video podcasts and writing regular blog entries on everything from finance to pop culture.

Through its Young & Free initiative, Common Wealth Credit Union has positioned itself as a leader in the industry among credit unions across North America, recognizing the Young & Free Spokesperson campaign as a case study on how to successfully utilize social media to connect with Generation Y.

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

Common Wealth Credit Union  
5012 – 49 Street, P.O. Box 1410  
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)



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The Young & Free spokesperson initiative kicked off October 3, 2007, and applications from across Alberta were received. Three finalists Shane Lamotte, 23, of Edmonton; Paula Mickelson, 22, of Lloydminster and Larissa Walkiw, 19, of St. Albert were chosen based on the creativity, quality, and style exhibited through their video entries.

Watch the latest video capturing Walkiw's reaction as she answers her door to discover she has become Common Wealth Credit Union's Young & Free Spokesperson at [www.youngfreealberta.com](http://www.youngfreealberta.com).

### **About Common Wealth Credit Union**

Common Wealth Credit Union (CWCU), based out of Lloydminster, Alberta, is a member-owned financial institution serving 52,000 members in 14 communities. With 400 employees and \$1.6 billion in assets, CWCU generates a net income in excess of \$15 million. Through the introduction of Young & Free, the first financial offering designed for 17 to 25-year-olds, Common Wealth Credit Union will involve young people in becoming aware, interested and engaged in the importance of financial responsibility and management. Visit [www.commonwealthcu.net](http://www.commonwealthcu.net) or [www.youngfreealberta.com](http://www.youngfreealberta.com) for more information.

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