



 YoungFreeAlberta.com

YOUNG & FREE ALBERTA BACKGROUND

On February 16, 2010, Servus Credit Union took the Young & Free Alberta Program that was run regionally since 2007, and launched it provincially, making it available to 17–25 year olds across Alberta.

Servus Credit Union is a full service member-owned financial institution serving 390,000 members through a network of more than 100 locations in 62 Alberta communities. Servus has \$10 billion in assets, making it the largest credit union in Alberta and the first province-wide credit union in the country. The credit union provides a complete line of banking services, including registered accounts, financing, investments, insurance, commercial banking, 24-hour on-line and telephone banking. Servus Credit Union member-owner deposits including accrued interest are 100% guaranteed by the Credit Union Deposit Guarantee Corporation.

Young & Free Alberta is an award-winning, member-focused program powered by Servus Credit Union. The program creates engagement and ongoing relationships with 17-25 year olds by providing young members with: USEFUL INFORMATION to assist young people in managing their finances independently, a VOICE for members through a hired Spokester (spokesperson), a dedicated website YOUNGFREEALBERTA.COM where the Spokester provides entertaining content, helpful advice and financial literacy by creating blogs and video blogs and finally, a HEAD START through a free Chequing Account.

The Young & Free Alberta Spokester utilizes 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.

In 2008, Larissa Walkiw was the first Young & Free Spokester and engaged the 17 – 25 crowd in Alberta through her entertaining videos, illustrations and writing abilities. Larissa created a buzz with “The Difference Between Banks & Credit Unions” videos that have been viewed more than 120,000 times on YouTube, and appear on more than 30 credit union websites around the world.

In 2009, Myles Peterman of Alberta secured the spot as the next Spokester and proved to be educational and entertaining with his quirky sense of humor and song-writing abilities.

In 2010, Kelsey MacDonald was crowned the third Y&F Spokester and really made her mark through her keen fashion sense, incredible online following and blogs that offered all kinds of fun and unique ways to save money!

Starting March 28, 2011 young people are once again invited to apply for the ultimate job as the next Young & Free Alberta Spokester where they represent the 17-25 year old crowd. The Spokester search is open to all creative people between the ages of 17 and 25 who can relate to their peers, are comfortable with all things web, and are interested to represent Servus Credit Union. For more information, visit www.YoungFreeAlberta.com. The deadline to apply for the Spokester position is Monday, May 2. Online voting commences on May 6 and runs through until May 23. The winner will be announced on Friday, June 3, 2011.

The Young & Free Alberta program has already received numerous industry awards across North America, including:

- Credit Union Central of Canada
2009 National Credit Union Innovation Award

- Forrester Research Groundswell Awards
1st place in the talking category

- CUES Golden Mirror Awards (over \$700 million)
1st place coordinated campaigns
1st place segmented campaigns
1st place for PR

- MAC Network Awards (over \$500 million)
Gold award for market segment program
Gold award for PR
Gold award for websites
Best of show MACQUEE

- MACU AIME Awards (over \$1 billion)
Gold AIME new product launch
Silver AIME coordinated campaigns
Silver AIME radio
Silver AIME websites
People's Choice Award

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