



 YoungFreeAlberta.com

YOUNG & FREE ALBERTA FACT SHEET

Young & Free Alberta Chequing Account

Designed exclusively for those aged 17-25, this account offers many FREE benefits including:

- No monthly service fees
- Withdrawals from your own or other credit union Acculink® ATMs across Canada
- Transfers between accounts
- Point-of-sale transactions
- ChequeWise®/Global Payment card transactions
- Cheques
- Bill payments
- Internet banking and Teleservice
- Profit Share program

A Popular Phenomenon

The Young & Free Alberta program had great success while operating in one region within Alberta, and the numbers increased substantially when the program launched provincially on February 16, 2010.

To date, the following results have been achieved:

- More than 19,000 Young & Free Chequing Accounts have been opened
- Deserving students were awarded over \$30,000 in Young & Free Scholarships
- YoungFreeAlberta.com has attracted an average of almost 380 visits per day
- Nearly 170,000 people have visited the Young & Free website and have spent an average of three minutes viewing the information, which is a lengthy stay for this demographic.
- Young and Free Alberta is also a huge hit on high-profile websites that young adults frequent and has more than 780 Facebook Likes and over 2,600 Twitter followers.

Spokester Qualifications

Servus Credit Union is searching for a Young & Free Spokester (spokesperson) who possesses the following qualities:

- Self-motivated with the ability to talk to anyone, anytime
- A dynamic, charismatic and outgoing personality
- Creative with strong writing and presentation skills
- Computer savvy and comfortable with all things web
- Comfortable on camera
- Ability to film, edit and upload videos

The Gig

The Young & Free Alberta Spokester will have the ultimate job. They'll represent their age demographic, have fun while being creative and will:

- Become a member and employee of Servus Credit Union
- Work full time for up to one year
- Travel to, attend and speak at events throughout the year
- Produce and post videos to the Internet
- Post daily blog entries and weekly video blogs

The Gear

During their term, the Spokester will receive:

- Use of corporate vehicle if / when available to attend specific events
- An iPhone with a paid contract
- Paid Internet contract

For Keeps

The Spokester will also receive and be able to keep:

- An Apple MacBook Pro computer
- A digital camcorder

The Perks

- The Spokester title for a full year (bragging rights included)
- A competitive annual salary
- Use of all "The Gear" (listed above)

Selecting the Spokester

Applicants submit a 60 second YouTube video and write a blog about something of interest to them. The video and blog are posted at YoungFreeAlberta.com for visitors to see. Servus will shortlist to 3 finalists, and the public can vote for their favorite. Important dates:

Spokester Search: March 28 – May 23, 2011

Application Deadline: May 2, 2011

Public Vote: May 6 – 23, 2011

Announcement of Spokester: June 3, 2011

For more information contact:

Sacha Kolotyluk

Segment Specialist – Young & Free Alberta Servus Credit Union

Tel: 780.638.8248

Fax: 780.465.5108

Email: sacha.kolotyluk@servus.ca

servus.ca