



[▶ YoungFreeAlberta.com](http://YoungFreeAlberta.com)

YOUNG & FREE ALBERTA FAQs

Q: What is Young & Free Alberta?

A: 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.

Q: What makes Young & Free Alberta unique?

A: Young & Free Alberta was the first program introduced by a financial institution to target the Gen Y demographic of 17-to-25 year olds with a website and Spokester search. The Young & Free Chequing Account is the only free chequing account in Alberta for this age group.

Q: Why did Servus Credit Union introduce Young & Free?

A: Providing assistance to Gen Y so that 17-25 year olds can manage their finances independently is important to Servus. Gen Y are a group in transition as they move into new life stages that include going to school, moving away from home and establishing themselves. By providing useful information and a head start, Servus can meet the needs of this group. Servus is proud to offer many member-owner benefits that are unique to financial institutions including a Profit Share program, a 100% deposit guarantee and funds contributed to improve communities across Alberta.

Q: How much does it cost to open a Young & Free Chequing Account?

A: It's free! All you need to do is come in to any of the 100 Servus branches across Alberta and sign up for the Young & Free Chequing Account. All that's required is to be between 17-25 years of age and have personal identification and you'll be able to become a Servus member-owner. For more information on the Young & Free Chequing Account, visit YoungFreeAlberta.com.

Q: How is Servus Credit Union able to afford to provide free services through Young & Free?

A: The Young & Free Alberta program is an investment in our young members' futures, so it only makes sense to help them get a good financial start. Servus Credit Union feels that by helping young people manage their finances today, they will be more inclined to stay members throughout their lives.

Q: So what does Young & Free mean for 17- to-25 year olds?

A: Two words: financial independence. By becoming a member, young people will have access to financial management resources, along with unlimited and free transactions - a welcome alternative to most fee-based bank accounts.

Q: What is the difference between a bank and a credit union?

A: Credit unions are owned exclusively by those who do business with them, they are member-owners. Because of this, credit unions are more focused on the communities in which they operate and are dually committed to sustaining profitability and satisfying member needs. Servus provides many unique member-owner benefits including a Profit Share program (more than \$43 million paid out in 2010), a 100% deposit guarantee, an elected board, exceptional member service and a commitment to provide funds to improve communities across Alberta (more than \$1.8 million provided during 2010). Servus is an Alberta-based company, serving Albertans.

By comparison, the big banks have their headquarters outside of Alberta and are accountable to their shareholders who may not necessarily be bank customers. As a result, profitability becomes a bank's primary focus.

Q: What is a Spokester?

A: The Young & Free Alberta Spokester is a spokesperson - "the voice" for Gen Y. This contract employee is responsible for interacting with the 17-25 crowd and providing helpful advice, entertainment and financial literacy by creating blogs and video blogs at YoungFreeAlberta.com. They are dedicated to listening to what Young & Free members want from their financial institution.

Q: Why another Spokester search?

A: Each year those in the 17-25 crowd have the opportunity to score the ultimate job where they become the voice for their generation. Complete details regarding the position and how to apply will be available at YoungFreeAlberta.com on March 28, 2011.

Q: How is the Spokester determined:

A: Starting on Monday, March 28, applicants can 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 view. Servus will shortlist to 3 finalists, and the public can vote for their favorite from May 6 - 23, 2011. The winner will be announced publically on June 3, 2011.

Q: What are the dates of the Spokester Search?

A: The key dates are:

Spokester Search: March 28 - May 23, 2011

Application Deadline: May 2, 2011

Public Vote: May 6 - 23, 2011

Announcement of Spokester: by June 3, 2011

Q. How are you going to find the Spokester?

A. We have a fun media plan, including promotions and advertising on **seven** different radio stations throughout the province, poster boards on campuses, plus online advertising reaching all corners of Alberta.

For more information contact:

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