



News Release

March 28, 2011

Servus Credit Union Offers the Ultimate Job to Gen Y

Young adults in Alberta have a unique opportunity from Servus Credit Union. From March 28 to May 2, 2011, Albertans aged 17-25 can apply to be the next Young & Free™ Alberta Spokester.

"It's been such an incredible experience and year! As the Young & Free Alberta Spokester, I was able to help people my age make sense of their financial futures, but the time has come to pass the torch to Servus Credit Union's next voice of the 17-25 crowd," said 2010 Young & Free Alberta Spokester, Kelsey MacDonald.

The Spokester position is a one-year, paid contract position with a ton of great perks. The successful candidate will be 17-25 years old and will create relationships with Gen Y through interaction at YoungFreeAlberta.com and attendance at community events throughout Alberta.

"Servus is excited to view the creativity and new ideas that the Spokester applicants put forward. This is an exciting time for us as we welcome applications from the 17-25 crowd across Alberta," said Gail Stepanik-Keber, Chief Marketing Officer at Servus Credit Union. "Apply before the deadline and you could be the next Young & Free Alberta Spokester!"

Interested 17-25 year olds can visit YoungFreeAlberta.com for details and application instructions. Applicants must submit a 60-second video, a blog post and a personal information form online at YoungFreeAlberta.com before Monday, May 2, 2011. The public can then vote for their favorite candidate from May 6 – 23 at YoungFreeAlberta.com. Servus Credit Union will determine the winning applicant through the outcome of the online vote and overall job suitability.

Young & Free Alberta is an award-winning, member-focused program that creates engagement and ongoing relationships with 17-25 year olds by providing 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 creates financial literacy with entertaining blogs, video blogs and helpful advice; and
- A head start - through the Young & Free™ Chequing Account.

Further information is available online at YoungFreeAlberta.com.

About Servus Credit Union Ltd.

Servus Credit Union is a member-owned financial institution serving nearly 390,000 members from more than 100 locations in 62 communities. The credit union's vision of building a better world - one member at a time inspires their commitment to provide sound, advice-based financial products and services; help members achieve personal satisfaction, enjoy financial stability and a good quality of life; and improve the communities where its

members live and work. For more information, call toll-free 187SERVUSCU/1.877.378.8728 or visit servus.ca.

For more information on the Young & Free Alberta Program contact:

Sacha Kolotyluk

Segment Specialist, Young & Free Alberta
Servus Credit Union
T: 780.638.8248
Email: sacha.kolotyluk@servus.ca
servus.ca

Michael Dickinson

Director Corporate Communications
Servus Credit Union
T: 780.638.8012
C: 780.910.8712
Email: michael.dickinson@servus.ca
servus.ca