



News Release

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Young & Free Alberta Contest Sparks Talent

Inspired by the creativity and ingenuity of Alberta's young people, more than 1,700 people placed their votes during the Young & Free AlbertaSM Cash In With Your Camcorder Contest.

Joel Vaillancourt takes honours for first place, with Larissa Walkiw named the second place winner. They were awarded \$2,000 and \$1,000 respectively and their videos may be used in future commercials to promote the Young & Free AlbertaSM Program.

Entrants were invited to create a 30 second commercial showing Alberta why the Young & Free Chequing AccountSM rocks and the entries were funny, clever and sometimes surprising.

In his video, Joel donned a trucker hat and sunglasses to rap about the account. "I'm MC Credit Union/Listen please/I'm about to teach you how to save your cheese," he sang. Larissa's video featured stop-motion stick people playing Financial Idol. View the entries online at www.YoungFreeAlberta.com.

Servus Credit Union offers the Young & Free AlbertaSM Program, which is designed to provide those aged 17-25 with a financial head start, a voice through a hired spokesperson and educational resources targeted specifically at helping young Albertans manage their finances independently. The Young & Free Chequing AccountSM provides many free benefits including:

- no monthly service fees;
- withdrawals from any Alberta credit union ATM;
- transfers;
- debit transactions;
- Global Payment card transactions;
- cheques;
- bill payments; and
- online and telephone banking.

Further information is available at YoungFreeAlberta.com

About Servus Credit Union Ltd.

Servus Credit Union is a full service member-owned financial institution serving more than 400,000 members through a network of more than 100 locations in 62 Alberta communities. Through the November 1, 2008 amalgamation with Common Wealth Credit Union and Community Savings, 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. Operations are managed through the Edmonton head office with regional offices in Lloydminster and Red Deer. For more information, call 780.496.2000, toll free 1.877.496.2151, or visit www.servuscu.ca.

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