

IS YOUR  
CREDIT UNION  
YOUNG & FREE?



**We are looking for a select number of courageous credit unions to be a part of the Young & Free movement.**

The average credit union member is aging. Our industry is not replacing maturing depositors with young borrowers fast enough. To be a successful organization, your credit union needs to stop this trend in its tracks. Young & Free is the answer.

Young & Free is a fully managed Generation Y marketing program licensed to one credit union in each US state and Canadian province. It combines a product launch with a spokesperson search wrapped in an integrated traditional and social media marketing strategy.



The first Young & Free Program launched on October 1, 2007 with our founding partner, Alberta's Common Wealth Credit Union. It has been wildly successful to date and continues to prove that empowering a young local spokesperson to use their creativity and voice combined with a compelling product offer is a winning recipe for success.

It's time to connect your credit union to the seemingly unreachable Generation Y demographic group. For more information, please contact Tim McAlpine at [tmcalpine@currencymarketing.ca](mailto:tmcalpine@currencymarketing.ca) today.

Currency Marketing | 1-877-230-1516 | [currencymarketing.ca](http://currencymarketing.ca)



Visit the Young & Free Alberta microsite at [youngfreealberta.com](http://youngfreealberta.com)

Young & Free Alberta has won numerous 2008 marketing awards including three CUES first place Golden Mirror Awards, three gold MAC Awards and the MACQUEE Best of Show Award

