



## **YOUNG & FREE ST. LOUIS FREQUENTLY ASKED QUESTIONS**

### **Q: What is Young & Free?**

A: Young & Free is an award-winning, member-focused financial package of services for the St. Louis 25 and under crowd. Offered through Vantage Credit Union, the Young & Free platform provides free and fun resources, including a search for the first Young & Free spokesperson in St. Louis to help young people work toward financial independence.

### **Q: How can someone apply to be the Y&F spokesperson?**

A: The spokesperson search is open to any St. Louis resident between the ages of 18 and 25. Anyone interested can submit entries online at [www.youngfreestlouis.com](http://www.youngfreestlouis.com). If an applicant lives in Missouri but outside of the Greater St. Louis area, he/she should be willing to relocate (at the person's own expense) to the St. Louis area if selected for the Young & Free spokesperson position.

### **Q: What makes Young & Free unique?**

A: (1) Young & Free is the first program introduced by a financial institution to target the specific demographic of 18 to 25-year-olds with a website and spokesperson search; (2) Only one credit union in each state can own a Y&F franchise, so Vantage Credit Union is unique in Missouri; (3) credit unions in South Carolina, Texas, Alabama, Tennessee, Mississippi and Alberta, Canada are the only places in the world that currently hold a Y&F franchise.

### **Q: Why is Vantage Credit Union introducing Young & Free?**

A: Eighteen- to 25-year-olds are in transition. They're growing away from parental influence, going to school, starting careers and families, taking on new legal and social responsibilities – basically, entering into a new stage of independence where they are handling money on their own and making serious financial decisions, like saving for the future and taking on loans, even home mortgages. Vantage recognizes that this group is the future of its membership and wants to serve people in this generation in ways that suit their lifestyles.

### **Q: So what does Young & Free mean for 18 to 25-year-olds?**

A: Two words: financial independence. By becoming a member, young people will have access to financial management resources as well as free checking with a cool Swipe 2 Save feature, several fee rebates and online banking like no other that includes money-saving coupons, Facebook and Twitter integration, all free.

**Q: What does Young & Free mean for Vantage Credit Union?**

A: Young & Free is an investment in our young members' futures, so it only makes sense to help them get a good financial start. Vantage recognizes if it helps young people manage their finances today, they will be more inclined to stay members throughout their lives.

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

A: Credit unions are owned and governed exclusively by the people who do business with them: their members. Because of this, credit unions are more focused on the communities where they operate and are equally committed to sustaining operations and satisfying member needs. By comparison, banks are responsible to shareholders, who may not necessarily be bank customers. As a result, profitability often becomes a bank's primary focus.

**About Vantage Credit Union**

Vantage Credit Union is a progressive, full-service financial institution with over \$628 million in assets and more than 111,500 member-owners. The credit union's sixteen locations serve the City of St. Louis and 19 counties in eastern Missouri, and Madison and St. Clair Counties in Illinois.

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