



YOUNG & FREE ST. LOUIS FACT SHEET

WHAT IS YOUNG & FREE (Y&F) ST. LOUIS?

- Vantage Credit Union's web-based effort to connect with 18 to 25-year olds
- Uses social media to educate young people on how to manage their money and take control of their financial future
- Steered by the creative efforts of a Y&F spokesperson who represents his/her peers

THE SEARCH FOR A Y&F SPOKESPERSON:

- Vantage Credit Union is looking for a young adult, between 18 and 25, to become the official Young & Free St. Louis spokesperson and serve as the voice of the 25-and-under crowd
- Applicants enter online at youngfreestlouis.com
- Application will consist of: (1) 60 second video application (2) edited and uploaded to YouTube (3) one blog post (4) a completed application form
- Search opens: **Friday, May 28**
- Application deadline: **Monday, July 5**
- Public voting: **Monday, July 12 – Monday, July 25**
- Spokesperson named by: **Friday, August 6**

CHARACTERISTICS OF THE IDEAL Y&F SPOKESPERSON:

- Self-motivated
- Creative
- A personality that pops! Dynamic, likeable and outgoing -- able to talk to anyone, anywhere, anytime
- Can create a buzz and get people talking
- Comfortable with all things Web
- Comfortable on camera
- Strong writing and computer skills – able to film, edit and upload video

RESPONSIBILITIES OF THE Y&F SPOKESPERSON:

- Become a member of Vantage Credit Union
- Work full-time for a year
- Travel, attend events and speak at events throughout the year
- Produce and post audio and video podcasts to the Internet
- Post daily blog entries, weekly video diary entries and online polls that educate, entertain and engage

WHAT THE SPOKESPERSON GETS OUT OF THE GIG

- An Apple MacBook Pro notebook computer *
- An HD Video camera* with mic & accessories
- An iPhone with a one-year paid contract
- Use of a Young & Free Nissan Cube
- \$30,000 per year salary, plus benefits

*For keeps!

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.

Contact:

Jennifer J. Allemann
Public Relations Specialist
Vantage Credit Union
314-264-5159 or 800-522-6009
jallemann@vcu.com