



**PRESS RELEASE**  
**For immediate release**

**Credit Union Announces First Gen Y Spokesperson**

*Florence man wins 47% percent of votes in state's first  
Young & Free South Alabamas<sup>SM</sup> spokesperson search*

**(MUSCLE SHOALS, ALABAMA) – December 7, 2009** – The search is over for the voice of Alabama's under 25 crowd and the public's top pick is a man from Florence.

**Chris Anderson**, 24, is the winner of Listerhill Credit Union's ultimate job search and the first Young & Free Alabama spokesperson.

"Chris is dynamic, likable and definitely comfortable with creating interesting online content, so it's no surprise that he's captured the attention of the 18-25 crowd," said Listerhill President and CEO Brad Green. "By working with Chris, we hope to better understand the financial needs of the 25 and under crowd." As the spokesperson for Young & Free Alabama, Anderson becomes a salaried employee of Listerhill Credit Union for one year. He will serve as a reporter and advocate for his age group, attending events and creating regular online videos and blogs to keep content fresh at [YoungFreeAlabama.com](http://YoungFreeAlabama.com).

"In this role, I want to help my peers and young people everywhere save money and avoid too much debt," Anderson said. "My goal is to educate, primarily in an entertaining way," Anderson said.

Anderson is a recent graduate of the University of Northern Alabama. He holds a Bachelor of Science in Commercial Music with a minor in Business Administration.

In the race to become the official spokesperson for Young & Free Alabama, Anderson faced fierce competition from finalists Goose Gossett, 22, of Florence, and Bryan Hall, 23, of Russellville, Alabama. All three finalists mounted broad social networking campaigns to gain public votes at [YoungFreeAlabama.com](http://YoungFreeAlabama.com). The site received thousands of votes during the voting period and Anderson took 47% percent in the final tally.

Listerhill Credit Union has exclusive rights to Young & Free in the state of Alabama. It is the fourth credit union in the world to hold a Young & Free franchise after Servus Credit Union in Alberta, Canada, Texas Dow Employees Credit Union in Lake Jackson, Texas, and South Carolina Federal in Charleston, SC.

**About Listerhill Credit Union**

Over fifty-five years ago, seven Reynold's Metals employees came together with \$5 each and an idea of creating a credit union that was member-owned and member-focused. Service was their only motivation, which added value to being a member. Value became our tradition. We have grown from an office at Reynold's Metals to 16 branches throughout Northwest Alabama. Today, we serve 12 counties in Northwest Alabama with a full line of financial services. Our purpose and commitment to value has never changed.

Contact:

Amber Morgan James  
Director of Business Development  
Listerhill CU  
(256) 314-6566  
ajames@listerhill.com  
listerhill.com