



YOUNG & FREE ALABAMA FACT SHEET

WHAT IS YOUNG & FREE (Y&F) ALABAMA?

- Listerhill 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:

- Listerhill Credit Union is looking for a young adult, between 18 and 25, to become the official Young & Free Alabama spokesperson and serve as the voice of the under-25 crowd
- Applicants enter online at youngfreealabama.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: **Monday, September 28**
- Application deadline: **Sunday, November 8**
- Public voting: **Friday, November 13 – Sunday, November 29**
- Spokesperson named by: **Friday, December 15**

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 Listerhill 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 * with a paid Internet contract
- An HD Video camera with mic & accessories
- A smart phone* with a paid contract
- \$xxx annual salary and benefits

*For keeps!

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:

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