



SOUTH CAROLINA
FEDERAL
CREDIT UNION

PRESS RELEASE

For immediate release

Three Finalists Announced in South Carolina's First Gen Y Spokesperson Search

The public urged to vote for its favorite finalist through April 3

(N. CHARLESTON, S.C.) – March 23, 2009 – With a record-breaking number of applicants, South Carolina Federal Credit Union today announced the three finalists for its social networking dream job and opened online polls for the public to select the winner.

Kelly Gaskins, 24, of Bonneau, **Josh Sutherland**, 22, of Summerville, and **Kyle Whitcroft**, 25, of Goose Creek, S.C., now compete for the chance to represent their peers in the 18-25-year-old crowd as the state's first Young & Free South Carolina spokesperson.

"Our top three finalists for Young & Free South Carolina Spokesperson already have a huge presence on Facebook, Twitter and YouTube," said Scott Woods, president and CEO of South Carolina Federal. "Now they'll use social media to lobby for public votes in hopes of winning the coolest job in the state."

From March 23-April 3, everyone is invited to vote at YoungFreeSC.com and determine the credit union's winning Young & Free South Carolina spokesperson. The finalists' profiles and entries are available at the site.

The winning spokesperson will become a salaried employee of South Carolina Federal for one year. Serving as the Young & Free South Carolina ambassador to the 18-25-year-old crowd will include participation at events and regular creation of video and blogs to keep content current on YoungFreeSC.com.

"Twenty-seven applicants entered this competition to give their generation a voice and encourage financial fitness," Woods said. "We're confident that our finalists understand their peers' financial goals and have the charisma and social media-savvy to reach young people."

About South Carolina Federal

South Carolina Federal Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 155,000 members own and belong to the not-for-profit financial cooperative, which has over \$1.4 billion in assets. South Carolina Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, and most of the Columbia area, is eligible to join. South Carolina Federal has 20 branches, a lending center and more than 80 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2008, South Carolina Federal for the second consecutive year was voted one of the Best Places to Work in the state. More information about South Carolina Federal can be found at scfederal.org.

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