



SOUTH CAROLINA  
FEDERAL  
CREDIT UNION

## **PRESS RELEASE**

### **For immediate release**

#### **Dream Job for Gen Y Spokesperson**

#### ***South Carolina Federal Credit Union launches Young & Free<sup>SM</sup> South Carolina to engage 18-25-year-olds***

**(N. CHARLESTON, S.C.) – Feb. 2, 2009** – South Carolina Federal Credit Union, one of the largest credit unions in the nation, is looking for the voice of South Carolina’s 18-25 crowd.

“South Carolina Federal wants to be part of Gen Y’s financial future,” said President and CEO Scott Woods, “so we’re looking for someone to help us connect with this group – a spokesperson who can be the voice for South Carolina Federal.”

Young & Free South Carolina is a web-based effort to address the unique financial needs of 18-25-year-olds. At the website [YoungFreeSC.com](http://YoungFreeSC.com), South Carolina Federal will host financial tips and money management strategies relevant to Gen Y.

The Young & Free spokesperson for a full year will attend events and keep [YoungFreeSC.com](http://YoungFreeSC.com) fresh with video, blogs and polls that educate, entertain and engage his or her peers.

Online voting determines the winning applicant.

“We need someone who’s creative, energetic and outgoing, someone who can use social media to connect with their peers, get involved in the community and get conversations started,” Woods said.

Interested 18-25-year-olds should visit [YoungFreeSC.com](http://YoungFreeSC.com) for details and application instructions. Complete applications will include a 60-second video uploaded to YouTube, a blog post and personal information form. Applications will be accepted online through Friday, Feb. 27.

“If it’s natural for you to post content to Facebook, Flickr, Twitter and YouTube, then this could be your dream job,” Woods said.

Starting today, young people can submit and view spokesperson entries online at [YoungFreeSC.com](http://YoungFreeSC.com).

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

**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 23 branches 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](http://scfederal.org).

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**Contact:**

Kimberly Riggs, public relations manager  
South Carolina Federal Credit Union  
843-569-4359 (office)  
[scfederal.org](http://scfederal.org)