



SOUTH CAROLINA
FEDERAL
CREDIT UNION

PRESS RELEASE

For immediate release

Credit Union Seeks New Gen Y Spokesperson

South Carolina Federal Credit Union launches second search for the “voice” of Young & FreeSM South Carolina

(N. CHARLESTON, S.C.) – Jan. 21, 2010 – South Carolina Federal Credit Union, one of the largest credit unions in the nation, is looking for the new voice of South Carolina’s 18-25 crowd.

“It’s been an awesome year helping people my age make sense of their financial futures, but it’s time to pass the torch to the next guy or girl,” said 2009 Young & Free SC Spokesperson Josh Sutherland .

South Carolina Federal is hiring now for the position of 2010 Young & Free SC spokesperson. The job requires an 18-25-year old for a full year to attend events and keep content fresh at YoungFreeSC.com with video, blogs and polls that educate, entertain, and engage his or her peers.

“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,” said South Carolina Federal President and CEO Scott Woods.

Interested 18-25-year-olds can visit 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 Sunday, Feb. 28.

“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.

Online voting March 12-21 at YoungFreeSC.com will allow the public to select its favorite candidate from three finalists chosen by the credit union and partners. The winning applicant will be determined by scores following in-person interviews and the outcome of the online vote.

South Carolina Federal has exclusive rights to Young & Free in the state of S.C. It is one of only four credit unions in the world to hold a Young & Free franchise, including Servus Credit Union in Alberta, Canada, Texas Dow Employees Credit Union in Lake Jackson, Texas, and Listerhill Credit Union in Muscle Shoals, Ala.

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 150,000 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 Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 150,000 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 19 branches, a lending center and more than 75 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 or on the SiMPLE CENTS blog at simplecentsblog.org.

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