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For information, contact:
Jennifer Allemann
Vantage Credit Union
314.264.5159

FOR IMMEDIATE RELEASE

**Vantage Credit Union Welcomes
New Gen Y spokesperson!**

St. Charles County Resident is the Voice of Young & Free St. Louis

ST. LOUIS — Jenn Cloud, of St. Charles, learned she was the Young & Free St. Louis spokesperson at a surprise party in her honor Tuesday night. Cloud was one of 26 applicants who applied for the Young & Free St. Louis spokesperson position this year. Three finalists made it to the final search phase, where the public voted on whom they thought would make the best spokesperson for Vantage Credit Union and local youths.

Jenn Cloud, 25, is the winner of Vantage Credit Union's ultimate job search and the second Young & Free St. Louis spokesperson.

"Jenn impressed us with her wit and quirkiness. The tone of her videos, blogs and posts stood out, not to mention, her prior agency experience make her an ideal candidate to be the voice of the St. Louis 18-to-25 crowd," said Kathy Palmer, Vice President of Marketing at Vantage. "We're looking forward to working with her in the coming year."

As the Young & Free St. Louis spokesperson, Cloud will become a salaried employee of the credit union for one year. She will serve as the 'voice' of her age group, attending events, updating social media and creating regular online videos and blog articles to keep YoungFreeStLouis.com an informative hub for the 25-and-under crowd in St. Louis.

"I'm thrilled to be selected and to have the opportunity to work with what I consider to be the most innovative financial institutions in the area," commented Jenn Cloud. "The first thing I'll be doing is throwing an enormous tweetup party for everyone who supported me and made this possible, particularly through Twitter and Facebook!"

Cloud won the tight race after an intense competition with fellow finalists, Andrew Noles, of Bridgeton, and Michael Kosteki, of South St. Louis. The two runners up will each receive an iPad for their hard work.

Young & Free St. Louis is an award-winning youth program that offers the 25-and-under crowd:

- Useful information - to assist in managing their finances
- A voice - through a hired spokesperson

- more -

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- A head start in the form of Not Your Mama's Account - a free checking account that includes keyword tagging for spending forecasts, Swipe2Save automatic saving, social media integration and more
- A dedicated website - where the spokesperson creates fun and entertaining blog posts and videos with helpful advice and financial tips

Vantage Credit Union has exclusive rights to Young & Free in the state of Missouri. Young & Free St. Louis is one of ten Young & Free programs licensed by credit unions throughout North America. Young & Free spokespeople use a dedicated website as the platform for spreading financial literacy and helpful advice through creative videos and blog posts on behalf of the credit union, and generally connect with the 18-25 crowd online and through in-person events.

Vantage Credit Union is a progressive, full-service financial institution with over \$673 million in assets and more than 101,000 member-owners. The credit union's fifteen locations serve the greater St. Louis area, including the Metro East.

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