



FOR IMMEDIATE RELEASE

Verity Credit Union is searching for a wildly creative, funny and talented Seattle-area mom!

Verity Credit Union is searching for a wildly creative, funny and talented Seattle-area mom to be our part-time blogger and spokesperson for one year. This special mom will earn \$20,000, and will receive a new laptop computer and a Flip Mino HD video camera.

(Seattle, WA) August 4, 2009 – Proving that youths aren’t the only ones connecting and engaging online, Verity Credit Union has teamed up with Currency Marketing to launch a unique online contest to communicate with one of their primary membership demographics – moms. The winner of the contest will secure a paid, part-time blogging position.

Shari Storm, Verity Credit Union’s Chief Marketing Officer, states, “Moms make most of the spending decisions in a family and they hold the most influence over where their children will eventually do their banking. We are looking at this as a multi-generational strategy. Our intention is to build a place where moms meet, talk and we have a chance to ask more questions and learn more about them. VerityMom.com provides the perfect platform for this.”

How the program works:

- Moms will visit veritymom.com and fill out the application and upload a video and blog post: deadline to apply is midnight September 13, 2009.
- Everyone can watch and participate as the applicants are narrowed down to three finalists.
- Site visitors will vote for the finalists they think should be the winner starting September 21, 2009.
- The winner will receive a part-time blogging contract worth \$20,000 / year, a laptop computer and a Flip Mino HD Video Camera.
- Prizes will be awarded to the other two finalists as well.



About Verity Credit Union

Verity has been serving members of the greater Seattle area since 1933. With branches from Alderwood to Auburn, our mission is to enhance members’ lives through exceptional financial services. We offer competitive rates on checking, savings, loans, and mortgages.

Contact information

Terrell Meek – Verity Credit Union
TerrellM@veritycu.com
1-206-361-5394 (direct)