



Contact: Bryce A. Roth
Tel: 419.625.9025
Cell Phone: 419.357.8319
Email: broth@vlfcu.org

**PRESS RELEASE
For Immediate Release**

VacationLand to Launch CUSO to Even Marketing Playing Field for Credit Unions

Sandusky, OH, June 16, 2011 — VacationLand Federal Credit Union (VLFCU) is proud to announce their partnership with Xtend Member Reach and the introduction of their new marketing Credit Union Service Organization (CUSO) Chatter Yak. Designed with the goal of making top-class, customizable marketing campaigns available to credit unions of all shapes and sizes, Chatter Yak will primarily focus on helping credit unions launch and maintain successful social media campaigns utilizing the most popular platforms of Facebook, Twitter and YouTube.

In addition to providing services in the social media realm, Chatter Yak is also excited to help credit unions connect with the next generation of credit union leaders through their Change Agent Squad program. The Change Agent Squad concept was perfected by VLFCU with the intention of educating high school and college aged credit union members, engaging them in projects that give back to the communities their respective credit unions serve, while affording them opportunities to see how their credit union works and functions from an inside perspective. When asked about VLFCU's interest in creating a CUSO, VacationLand Federal Credit Union CEO, Kevin J. Ralofsky had this to say. "Over the past several years, we have been very successful in all of our marketing endeavors. Most recently we realized how powerful a tool social media can be in regards to new member acquisition and existing member retention. The goal of Chatter Yak is to help credit unions firmly establish social media as a major marketing channel and elevate their overall marketing strategy to a whole new level. This initiative is consistent with the spirit of the credit union movement and we want to do everything within our power to insure this movement remains strong."

Founded in 1956, VacationLand Federal Credit Union serves over 15,687 members in Erie County with four branches and nine ATM's. Membership is open to any person who lives, works, worships, or attends school in Erie County and their families. With the opening of our Norwalk, OH branch, membership is also open to school employees and family members of the following school districts: Bellevue, Monroeville, New London, and Norwalk. VacationLand Federal Credit Union continues to lead the way in providing outstanding member service and low cost banking products while consistently demonstrating financial strength and stability.

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If you would like more information about this topic, or to schedule an interview, please call Bryce Roth at 419.357.8319 or e-mail Bryce at broth@vlfcu.org