

UECU'S STUDENT MEMBERS SCHOLARSHIP CONTEST

Exclusively for Families in the Utility & Energy Industries



Students who are UECU members may submit an essay, create a video, or both, on the 2012 UECU Scholarship Contest topic ...

What NEW Product or Service Should UECU offer to Youth?

Be Creative! We're looking for unique and even unusual ideas for how we can make it *easier* for you to manage your finances.

Follow the contest submission requirements provided below. Then look for your entry to be posted on UECU's Scholarship Program web page: <http://www.uecu.org/scholarship>

You could be one of two UECU members to win a \$1,000 Scholarship!

About UECU's Student Scholarship:

Utilities Employees Credit Union (UECU), a national financial institution serving the utility and energy industries, is pleased to offer an annual Student Scholarship Program. **Students who are pursuing employment in energy-related fields or are family members of workers in the energy or utility industries** are eligible for UECU membership, which is a scholarship requirement. Each spring, UECU announces a new topic for our scholarship contest for UECU members who are heading to or currently attending college or advanced training at an accredited institution.

UECU Scholarship Eligibility Requirements:

- Entrant must be a UECU member in good standing with a UECU Share Savings Account in his/her own name, prior to the scholarship submission deadline. You may find out how to become a member by calling UECU Member Services at 800-288-6423 or by visiting <http://www.uecu.org/information/open-an-account-at-uecu.aspx>.
- Member must be a high school senior through college graduate student.
- Member cannot be an employee of UECU, its affiliates, a UECU board member, a supervisory committee member, or family member and/or living in the same household thereof.
- Member must be attending or accepted at an accredited college, university, or post-secondary trade school.
- Member must have a GPA of 3.0 or higher (transcripts will be required of winners only).

Submission Requirements:

- Member must submit an entry with name, address, valid email address, phone number, UECU member number, name of college/university/school, GPA or equivalent progress measurement, and a list of honors and activities.
- Member may submit a 250-500 word essay on this year's topic: "**What NEW Product or Service Should UECU offer to Youth?**" The essays will be judged on content, style, and correct spelling, punctuation and grammar.

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- **OR** Member may elect to create a video and broadcast it on YouTube.com. The video should be 30-60 seconds on this year's topic: "**What NEW Product or Service Should UECU offer to Youth?**". The videos will be judged on creativity and content. You may submit the YouTube.com link for the video to UECU by mail or email.
- The entry information (essay or video YouTube.com link AND required contestant information) can be emailed to Promotions@uecu.org or mailed to Utilities Employees Credit Union, P.O. Box 14864, Reading PA 19612, Attention: Marketing, no later than July 31, 2012.

Prizes: Scholarships are made payable to the college or university of choice in the winner's name by August 31, 2012.

Deadline: Completed entries and essays must be received by July 31, 2012.

Entry Judging Criteria: The essays will be judged on spelling, punctuation, grammar, style, and content. The video will be judged on creativity and content.

Scholarship Award: Two winners will be selected in this year's contest and each awarded \$1,000 if they meet the scholarship eligibility requirements.

Winner Notification: Winners will be notified by email and asked for transcripts and other verification of information. After all information is verified, a check will be distributed to the school of each winner. The winner will be announced on the UECU website and in the September edition of UECU's *Member News*.

Release: All entries become the property of Utilities Employees Credit Union and by submitting the entry you authorize UECU to utilize all or a portion of the information for purposes of press releases and/or publication in UECU newsletters, website and social media content, newspapers, trade magazines, etc., announcing the scholarships recipients' names, contents of the entry, and other reported information.

About UECU:

Since 1934, Utilities Employees Credit Union has been serving employees and family members of the utility and energy industries. With this long-time relationship, UECU knows energy and utility workers and proudly serves them with unmatched customer service. UECU's membership field extends across the nation for workers from more than 100 sponsor companies including utility companies, energy companies, and Energy People Connect, an association for individuals who are currently employed or pursuing employment in the energy industry (www.energypeopleconnect.com).

UECU members live in every state and include current energy and utility employees, family of existing members, and former and retired industry workers – UECU offers life-long membership no matter where you move or travel. UECU is committed to ultimate **financial convenience** with a full line of member services including **24/7 account access** by Internet or phone, from anywhere – **making it the perfect financial institution for young adults at college or about to enter the workforce.** As a not-for-profit credit union, UECU is a financial cooperative where members are the owners. With no stockholders, UECU returns its profits to members with **higher savings returns** and **incredible lending rates** exclusively for its members. Learn more about Utilities Employees Credit Union at uecu.org.

Contact: Please direct questions about the Student Scholarship Contest to Utilities Employees Credit Union at 800-288-6423 or promotions@uecu.org.



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