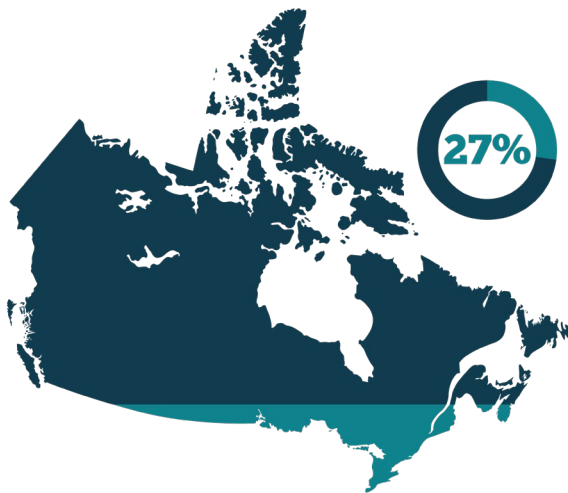


# Credit unions are at a generational crossroads

Credit unions are a foundational component of Canada's financial system. You've achieved success by rooting yourselves in the communities you serve and sharing the values of your members.



While you can take pride in how you altered the Canadian banking landscape, you now face an unclear future. Credit union membership is aging. Only **15 percent** of credit union members are 18 to 34 years old, despite **27 percent** of the population falling into this age category.

The solution is clear: you need to attract and retain millennial consumers to sustain and grow your business. But how you accomplish this is a universal question among all financial institutions.

Our Credit Union and Millennials eBook introduces you to millennials, discusses ideas for how credit unions can engage this generation, and offers a roadmap to leverage your unique advantages over large banks.

Building your strategy starts now.  
**Sign up today to access our eBook.**

