

FOR IMMEDIATE RELEASE

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U.S. Bank Provides Funding and Volunteers to Deliver Financial Education Training in the Inland Empire

California Council on Economic Education recently received \$7,500 to reinforce U.S. Bank's commitment to financial education in Riverside, Ontario and San Bernardino areas.



Left to right: William Cave, U.S. Bank Market President Orange County Inland Empire; Elizabeth Fieux, CCEE Director of Development; Jim Charkins, CCEE Executive Director; Bill Parker, U.S. Bank Executive Vice President, Chief Credit Officer; Karen Racusin, U.S. Bank Senior Vice President, Southern California Southeastern Regional Manager

LOS ANGELES, CA (October 3, 2012) — U.S. Bank is helping hundreds of teachers and thousands of students in the Inland Empire improve their financial knowledge and skills.

U.S. Bank employee volunteers are supporting this effort by providing student training and teacher support in classrooms. The training will be done in partnership with California Council on Economic Education (CCEE), the leading provider of financial education training to K–12 teachers in California.

Teacher training takes place October 26 at the Nixon Library in Yorba Linda; and November 3 at Cal State University San Bernardino.

Economics and financial education training is delivered through EconWorks, CCEE's innovative, online learning platform with highly scalable economics and financial education curricula. All lessons align with California's Common Core Standards in Mathematics, Reading, English Language Arts and History/Social Studies.

“Lack of solid personal financial education is an epidemic in California and throughout the nation. Weak financial skills has the potential to leave California with a generation of young people who are not prepared to become tomorrow's citizens, workers, consumers and savers,” noted William Coffin, CCEE Chairman. “We are grateful to U.S. Bank and its employee volunteers for their generous support that allows us to make a significant difference in improving student financial education in these communities.”

“Financial education is a critical life skill and cornerstone to student's future success. We are proud to be a partner in this effort and in this community supporting K–12 teachers, students and their families,” said William Cave, Orange County & Inland Empire Market President at U.S. Bank. “We are pleased to sponsor CCEE's efforts to improve economic reasoning and financial education to teachers and students in the Inland Empire.”

About California Council on Economic Education

For nearly a half-century, California Council on Economic Education, a nonprofit organization, has been dedicated to advancing the economic reasoning and financial education of Californians. CCEE prepares students to participate in the global economy by providing educational programs and materials to K–12 teachers. Information about professional development for teachers, workshops, programs and student contests can be found at www.ccee.org.

About U.S. Bank

U.S. Bancorp (NYSE: USB), with \$353 billion in assets as of June 30, 2012, is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The company operates 3,080 banking offices in 25 states and 5,085 ATMs and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bancorp and its employees are dedicated to improving the communities they serve, for which the company earned the 2011 Spirit of America Award, the highest honor bestowed on a company by United Way. Visit U.S. Bancorp on the web at www.usbank.com.

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