

FOR IMMEDIATE RELEASE

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U.S. Bank Provides Funding and Volunteers to Deliver Financial Literacy Training in Orange County

California Council on Economic Education recently received \$10,000 to reinforce U.S. Bank's commitment to financial education in Orange County.



Left to right: Kristi Gregg, VP Marketing/Community Relations at U.S. Bank; Bill Coffin, CCEE Chairman; and Elizabeth Fieux, CCEE Director of Development

LOS ANGELES, CA (October 17, 2012) — U.S. Bank is helping hundreds of Orange County teachers and thousands of students improve their financial literacy 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, the leading provider of financial literacy training to K–12 teachers in California.

Teacher training takes place October 24 at Narbonne High School in Harbor City, CA; and October 26 at the Nixon Library in Yorba Linda, CA.

Economics and financial education training will be delivered through EconWorks, CCEE's innovative, online learning platform with highly scalable economics and financial literacy 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 literacy is an epidemic in California and throughout the nation. Weak financial skills have 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 literacy 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 Kristy Gregg, VP Marketing/Community Relations. "We are pleased to sponsor CCEE's efforts to improve economic reasoning and financial education to teachers and students in Orange County."

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 literacy 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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