

FOR IMMEDIATE RELEASE

Contact: William Coffin, Chairman
California Council on Economic Education
310-954-1358
bill.coffin@ccgir.com

City National Bank Provides Funding to Bring Economic and Finance Lessons to California Teachers and Students

California Council on Economic Education receives funding from City National Bank to teach EconWorks, their customizable, finance education, learning platform.



Rod Banks, Executive Vice President, Commercial Banking at City National Bank and Elizabeth Fieux, CCEE Director of Development

LOS ANGELES, CA (October 29, 2012) — City National Bank's contribution makes it possible to teach economic and personal finance education to arm California students with the tools they need to take control of their financial futures.

CCEE reaches students by training teachers how to use economic lessons through EconWorks (econworks.org). This revolutionary platform delivers the best lessons from nationwide sources to any desktop computer or mobile device with an Internet connection.

Access to these lessons is often the first step many students make toward learning how to take control of their personal well being.

"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," said William Coffin, CCEE Chairman. "When we teach economics and

personal finance skills, it changes the way students see the world and their role in it."

CCEE's goal is to bring sound economic reasoning skills to the more than 300,000 teachers and 6.3 million students across the state through classroom-ready lessons, homework assignments and interactive games. On EconWorks, teachers track each student's progress with pre- and post-testing to ensure comprehension before moving on to a new lesson — students learn at their own pace.

All lessons align with California's Common Core Standards in Mathematics, Reading, English Language Arts and History/Social Studies and provide ease of use for teachers to ensure their students learn sound financial decision-making skills to take them into adulthood.

“Supporting this cutting-edge platform brings economic education to urban and rural areas in California,” said Rod Banks, Executive Vice President, Commercial Banking at City National Bank. “It fosters healthy communities, strengthens local neighborhoods, and encourages employment, economic and community development.”

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 City National Bank

Los Angeles-based City National Corp. is the parent company of City National Bank. It offers a full complement of banking, trust and investment services through 78 offices, including 16 full-service regional centers in Southern California, the San Francisco Bay Area, Nevada, New York City, Nashville and Atlanta. www.cnb.com

###