

FOR IMMEDIATE RELEASE

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

U.S. Bank Provides Funding and Volunteers to Deliver Financial Literacy Training in Los Angeles

U.S. Bank recently reinforced its commitment to financial education in Los Angeles with California Council on Economic Education's programs.



Teachers learning at a recent CCEE professional development workshop

LOS ANGELES, CA (January 14, 2013) — U.S. Bank is helping hundreds of Los Angeles 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 and mentor training events. 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.

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.

In addition to accessing programs on EconWorks, in-person teacher training at professional development workshops are scheduled in Los Angeles, CA on January 18 for the Learning, Earning and Investing program; and February 4 for the Financial Advisor Challenge student contest.

"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 part of this effort and in this community supporting K–12 teachers, students and their families," said Sean Foley, regional president for U.S. Bank in Southern California. "We are pleased to sponsor CCEE's efforts to improve economic reasoning and financial education to teachers and students in Los Angeles."

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. Bancorp

U.S. Bancorp, with \$352 billion in assets as of Sept. 30, 2012, is the parent company of U.S. Bank National Association, the 5th largest commercial bank in the United States. The Company operates 3,086 banking offices in 25 states and 5,080 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 usbank.com.

###