

FOR IMMEDIATE RELEASE

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U.S. Bank Provides Funding and Volunteers to Deliver Financial Literacy Training in San Francisco

California Council on Economic Education recently received a contribution to reinforce U.S. Bank's commitment to financial education in the Bay Area.



Teachers in training at a recent workshop.

LOS ANGELES, CA (January 14, 2012) — U.S. Bank is helping hundreds of San Francisco 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.

In addition to the teacher training and classroom program, a year-end student contest takes place April 17, 2013 at the Federal Reserve Bank of San Francisco.

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 Michael Walker, U.S. Bank's Northern California Market President. "We are pleased to sponsor CCEE's efforts to improve economic reasoning and financial education to teachers and students in San Francisco."

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, 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.

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