



# NEWS RELEASE

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## **Teaching children the Power of Possible through Financial Literacy**

### *Junior Achievement of Washington and U.S. Bank Reach a 10,000 Student Milestone in March*

Junior Achievement of Washington and U.S. Bank have been teaching children how money works in the world for more than 10 years. This unique partnership has helped 10,000 children from low to moderate income communities, located throughout the Seattle metropolitan area, learn about how people earn or make money, how they manage it and use it to make more, and how people can use money to help other people.

This week, Junior Achievement of Washington and 35 volunteers from U.S. Bank will join students and teachers from Neely O'Brien Elementary School in Kent Washington. Together, they will explore the challenges and fun facts associated with financial education – a critical skill needed for self-sufficiency.

On March 16, 2017, somewhere in the halls of Neely O'Brien, the Junior Achievement/U.S. Bank volunteer team will meet a young person who will set a record in Washington as the 10,000<sup>th</sup> student to participate in their financial literacy program.

“We have been working in partnership with U.S. Bank to provide hands-on financial literacy, entrepreneurship, and work-readiness education for 10 years,” said David Moore, President & CEO, Junior Achievement of Washington. “It is incredible to think about the impact of that work. Students we met in the beginning are now entering college. The students we meet on March 16 will be learning the basics, but using tools and resources to manage money as they grow older that were not even conceivable a decade ago.”

U.S. Bank Puget Sound Market President Michael Katz is in complete agreement. “In the course of the last decade, as part of our Community Possible initiative, more than 400 employees from U.S. Bank have visited local schools to help young people learn about how money works in the real world. We love doing this work because it engages hearts and minds in learning, and we see this as the human touch at the heart of banking.”

Katz noted that the 10,000th milestone is a solid metric that supports Community Possible. Launched in 2016, Community Possible is designed to strengthen relationships through purposeful learning and community engagement.

“The reason the partnership between Junior Achievement, Washington area schools and U.S. Bank works so well is because of the kids we serve. They tend to find money fascinating, and they love to talk about it,” said Brian Reisenauer, Commercial Banking team lead for U.S. Bank in Seattle. “When you combine the economic programs of

Junior Achievement with enthusiastic volunteers from U.S. Bank who love to share their knowledge and experience, you get a powerful combination that both kids and teachers respond to positively. It's a great way to bring Community Possible to life."

Reisenauer, a member of the board of directors for Junior Achievement, has responsibility for recruiting and introducing U.S. Bank employees to the joys of volunteerism in local classrooms.

His team is part of the more than 1,900 U.S. Bank employees who volunteered to support Junior Achievement in 2016. Altogether, this large U.S. Bank team contributed more than 15,000 hours of service and reached 34,000 students across the nation. For this work, U.S. Bank was recently honored with a Gold President's Volunteer Service Award for the 2015-2016 program year. The award was created by the President's Council on Service and Civic Participation, which President George W. Bush established in 2003 to recognize the valuable contributions that volunteers make in communities and to encourage more people to serve others.

"In many ways, U.S. Bank enables Junior Achievement to offer turn-key initiatives in area classrooms, empowering students to pursue own their economic success and making a brighter future possible for everyone involved," said Moore. "We make a terrific team, and we are very proud of the 10,000<sup>th</sup> milestone."

#### **About U.S. Bancorp**

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$446 billion in assets as of December 31, 2016, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,106 banking offices in 25 states and 4,842 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions. Visit U.S. Bancorp on the web at [www.usbank.com](http://www.usbank.com).

#### **About Community Possible**

Community Possible is the corporate giving and volunteer program at U.S. Bank, focused on the areas of work, home and play. The company invests in programs that provide stable employment, a safe place to call home and a community connected through culture, recreation and play. Visit [www.usbank.com/community](http://www.usbank.com/community).

#### **About Junior Achievement of Washington (JA)**

For 62 years JA of Washington has been a part of Washington communities - working with schools and businesses - to build strong, viable partnerships that serve young people. Guided by the basic beliefs of integrity, respect and excellence, JA's purpose is to inspire and prepare young people to succeed in a global economy. JA fulfills its purpose via educational programs that focus on financial literacy, entrepreneurship and work readiness. Driven by the passionate power of its volunteer citizens, JA programs are taught by community and business mentors - individuals committed to the success and healthy development of young people. Long established as a key component of its successful program dynamic, JA recognizes the positive impact of mentorship and its power to build pathways to sustainable, productive futures for young people. For more information visit [www.jawashington.org](http://www.jawashington.org).

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