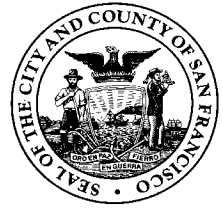


**CITY AND COUNTY OF SAN FRANCISCO  
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**JOSÉ CISNEROS, TREASURER**  
**GEORGE PUTRIS, TAX ADMINISTRATOR**

**\*\*\*Press Release\*\*\***

**Mayor Newsom and Treasurer Cisneros accept the prestigious  
James Irvine Foundation Leadership Award for the City's  
Bank on San Francisco initiative**

*Officials also Welcome the Cities for Financial Empowerment coalition to  
San Francisco*

Contact: David Augustine, Treasurer's Office, 554-7601 (office), 716-6062 (cell)  
Date: July 30, 2008

SAN FRANCISCO—The Bank on San Francisco program was today awarded the James Irvine Foundation 2008 Leadership Award. Now in its third year, the awards celebrate extraordinary leaders for their success in tackling some of California's critical challenges and publicize practical solutions that can inform policymaking and better the lives of even more Californians. Mayor Gavin Newsom and Treasurer José Cisneros accepted the award on behalf of the program.

"I'm pleased that the Bank on San Francisco program is being recognized for its astounding success," said Mayor Newsom. "This program is a model of the public sector working collaboratively with the private sector and the community to advance a program that benefits our least-served individuals."

"Bank on San Francisco makes a bank account something that everyone in San Francisco can have," commented Treasurer José Cisneros. "Now there's no need to use high-priced check cashers. The banks and credit unions participating in Bank on San Francisco are offering so much more to individuals who open these accounts."

This year's James Irvine Foundation Leadership Awards recognize those working to improve the health of minority communities, reduce the impact of climate change, rehabilitate gang members, advocate for foster youth and give low-income workers better access to mainstream financial services. Each organization will receive \$125,000. The award for Bank on San Francisco recognizes the steering committee, comprised of the City, the Federal Reserve Bank of San Francisco and local non-profit, EARN.

"At a time when Californians are hungry for new, practical ideas for solving everyday problems, these award recipients represent the gold standard for innovation and leadership," said Jim Canales, President and CEO of The James Irvine Foundation. "They are tackling the most daunting issues, from gang violence to climate change, and delivering cutting-edge solutions that other communities and leaders can replicate."

Bank on San Francisco is an innovative program that allows San Francisco families dependent on high-cost check-cashers to easily open a starter bank account with mainstream financial institutions. The program provides financial education, account opening opportunities, one-on-one financial advice and other services through its partner network. Participating banks and credit unions that have agreed to help local low-income families become "banked" by offering new products and services include Bank of America, Bank of the West, Citibank, Mission Area Federal Credit Union, Mission National Bank, Northeast Community Federal Credit Union, Patelco Credit Union, Redwood Credit Union, San Francisco Federal Credit Union, Spectrum Federal Credit Union, Sterling Bank and Trust, Union Bank of California, United Commercial Bank, US Bank, Washington Mutual, and Wells Fargo.

The Mayor and Treasurer also welcome the Cities for Financial Empowerment (CFE) Coalition to San Francisco, which is holding a three-day forum here. The forum will focus on strategies for asset building, access to financial products and services, consumer protection, and financial education. Each member of the Coalition has implemented successful and innovative financial empowerment programming in their respective cities and will now join together to both teach and learn from one another. The Coalition meets periodically to share research and promising practices and identify unique ways to fight poverty both individually and collectively. The CFE Coalition also launched its website [www.cfecoalition.org](http://www.cfecoalition.org), where visitors can learn about the mission of CFE, its core principles and the financial empowerment initiatives of each member city. The CFE Coalition and forum are supported by the Annie E. Casey Foundation and the Evelyn & Walter Haas, Jr. Foundation.

More information about the award recipients can be found at [www.irvine.org/leadership](http://www.irvine.org/leadership).