



The United States Conference of Mayors

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COUNTRYWIDE ANNOUNCES \$1 MILLION GIFT TO MAYORS DOLLARWISE CAMPAIGN

Washington, D.C. -- The U.S. Conference of Mayors announced today that Countrywide Financial would donate \$1 million over the next five years to the Mayors National Dollar Wi\$e Financial Literacy Campaign. The Campaign encourages the development and expansion of local financial literacy strategies to educate citizens about personal financial issues; and was launched in 2004 by the Conference's Council on the New American City, which is chaired by Detroit (MI) Mayor Kwame Kilpatrick.

The Dollar Wi\$e funding will be used to enhance the national campaign and to create an awards program that will provide "Dollar Wi\$e Capacity Grants" to participating cities and non-profit organizations seeking to expand their financial education programs.

The announcement was made at the 73rd Winter Meeting of the U.S. Conference of Mayors by Akron Mayor Donald L. Plusquellic, President of the Conference, and Jimmie Williams, Senior Vice President for Governmental Affairs at Countrywide.

In making the announcement Mr. Williams said, "The entire Countrywide family knows how important financial literacy is to maintaining a good credit history and increasing homeownership." "As the nation's largest mortgage finance company, we are pleased to support this innovative and much-needed national initiative."

Dollar Wi\$e Capacity Grants will be awarded to cities who have joined the Dollar Wi\$e Campaign and have demonstrated outstanding and innovative ongoing financial literacy programs for their citizens.

"Becoming financially literate is a long-term process that, for many people, requires assistance from institutions outside the home," said Mayor Plusquellic. "By coming together, our communities will help consumers make informed choices about their finances and their future." "We are extremely grateful to Countrywide for this important sponsorship."

In 2004, 34 cities in 20 states joined the Mayors National Dollar Wi\$e Campaign for its inaugural year. Those cities participated in a wide variety of events from training local volunteers to become financial literacy trainers (Detroit), to holding seminars on predatory lending to senior citizens (Providence), to hosting a financial literacy fair offering a wide variety of services and information to residents (Rochester, NY).

"Financial literacy touches every American—whether they are investing in their communities by buying a home, starting a business, saving for college or retirement," said Detroit Mayor Kwame M. Kilpatrick, Chair of the Council for the New American City.

“The campaign is a wonderful opportunity for mayors and cities to work together and promote tailored financial literacy programs that focus on the specific needs of their constituents, and we’re very excited to be part of it,” said Mr. Williams.

Mayors interested in learning more about the ongoing Dollar Wi\$e Campaign or in signing up for the campaign can go to www.dollarwiseonline.org.

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The U.S. Conference of Mayors is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today, each represented in the Conference by its chief elected official, the Mayor.