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**COUNTY OF HAWAI'I JOINS THE CITIES FOR FINANCIAL
EMPOWERMENT TO EXPAND FINANCIAL LITERACY AND
EMPOWERMENT INITIATIVES**

The Cities for Financial Empowerment (CFE) Coalition today welcomed the County of Hawai'i as the 11th member of the nation's first coalition of local governments dedicated to financial empowerment initiatives.

Members of the CFE Coalition, founded by New York City Mayor Michael R. Bloomberg and San Francisco Mayor Gavin Newsom, use their leverage within local government to advance innovative financial empowerment initiatives that promote access to safe and affordable financial products and services, increase financial literacy and asset-building opportunities, and provide greater protections for local residents.

"During difficult economic times, cities across the country must find innovative ways to do more with less," said Mayor Michael R. Bloomberg. "We welcome the County of Hawai'i to what is becoming a robust network of local governments who are all committed to helping residents get through financial uncertainties. Together, we continue learning and strengthening the many unique programs that are providing thousands of Americans with the tools for a stable financial future."

"Mayor William Kenoi and the County of Hawai'i's commitment to fostering public-private partnerships in an effort to improve the financial well-being of the residents of the 'Big Island' fits well with the mission of the Coalition," said CFE co-chair Jonathan Mintz, who also serves as the Commissioner of the New York City Department of Consumer Affairs. "As our Coalition continues to grow, the diverse experiences we each bring to the table enables us to strengthen our individual programs and inspires us to continue to develop new and innovative approaches to financially empower our residents."

"It is inspiring to see the CFE Coalition continue to grow and become a model for the rest of the country," said CFE co-chair and San Francisco Treasurer José Cisneros. "I am looking forward to working closely with Hawai'i County to further advance financial empowerment programs and policies."

"We are honored to join the CFE Coalition to learn innovative practices and share particular opportunities and challenges faced by largely rural county structure," said Hawaii County Mayor Kenoi. We are committed to delivering programs, incentives and

regulatory changes that will encourage our families to earn more, save more, protect assets, start businesses and become homeowners.”

The County of Hawai'i's financial empowerment initiative advocates for policies and practices that encourage family economic self-sufficiency through the Hawai'i Island Asset Building Network (HIABN). HIABN brings together public, private and community based organization to advance financial health and well-being of island families. Early initiatives include: Children's Savings Project, Youth IDA, first time homeowner education, expansion of Volunteer Income Tax Assistance (VITA) sites, and improving access to culturally and age appropriate financial education programs. The county initiative is supported and inspired by the work of statewide 'Ho'owaiwai' Asset Building Network (HABN).

The CFE Coalition is led by New York City Mayor Michael R. Bloomberg's representative, New York City Consumer Affairs Commissioner Jonathan Mintz, and San Francisco Mayor Gavin Newsom's representative, Treasurer José Cisneros. The other members are Chicago, Illinois; Los Angeles, California; Miami, Florida; County of Hawai'i, Hawaii; Newark, New Jersey; Providence, Rhode Island; San Antonio, Texas; Savannah, Georgia; and Seattle, Washington. CFE cities leverage local governments' unique power and position to advance financial empowerment, work traditionally done in the nonprofit sector. In addition to the work CFE cities do locally, member cities work with key partners in the public, private and nonprofit sectors to mobilize their collective power to advance the financial empowerment agenda on a state and national level. For more information, please visit www.cfecoalition.org.

- 30 -

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