EXECUTIVE DEPARTMENT

STATE OF CALIFORNIA

PROCLAMATION

During these rapidly changing and challenging economic conditions, it is more important than ever that consumers have the tools they need to make wise choices that will help them improve their financial well-being. To that end, California observes Financial Literacy Month each April, where educational and financial institutions, government entities and community-based organizations work together to help families make better decisions about their finances. Two key programs in this effort are Bank on California, and WE Connect.

In December 2008, I launched Bank on California, the nation's first statewide initiative to help Californians without checking or savings accounts open starter accounts at banks and credit unions. With the support of former President Bill Clinton, I have partnered with several city mayors, the FDIC, federal and state regulatory agencies, financial institutions and community groups to give the people of our state an onramp into the financial mainstream. Having checking and savings accounts coupled with financial education opportunities, means more Californians can establish savings, build a credit history, gain access to lower-cost sources of credit and invest for the future. To learn more, please go to www.BankonCalifornia.ca.gov.

The California First Lady's WE Connect campaign is one of the most innovative statewide efforts promoting the Earned Income Tax Credit (EITC). This multifaceted campaign assists hard working Californians who are eligible but do not file for the EITC and connects them to important resources that help them become more financially secure. Partnering with community organizations, statewide programs and major corporations, this groundbreaking campaign reaches working families where they shop, eat, work, live and learn. For more information, please visit www.WEconnect.net.

These two programs and many others connect communities and families with services that will improve their economic wellness and help them make better financial choices. Educational programs and events highlighting this year's theme of "Families Building Strong Financial Futures" will be conducted throughout the state, and I encourage all Californians to take part and build their own futures of financial stability and security.

NOW, THEREFORE, I, ARNOLD SCHWARZENEGGER, Governor of the State of California, do hereby proclaim April 2009, as "California Financial Literacy Month."

IN WITNESS WHEREOF I have here unto set my hand and caused the Great Seal of the State of California to be affixed this 30th day of March 2009.

Arnold Schwarzenegger
GOVERNOR OF CALIFORNIA

Attest:

Debra Bowen
SECRETARY OF STATE