



## U.S. Bank Debuts Pride-Inspired Visa® Debit Card to Celebrate LGBT Community

June 6, 2017

*The bank also joined the Human Rights Campaign as national corporate partner*

MINNEAPOLIS--(BUSINESS WIRE)--Jun. 6, 2017-- U.S. Bank is proud to debut its U.S. Bank Visa® Debit Card Pride Design today, just in time for June Pride celebrations across the country, as well as a new national sponsorship of the Human Rights Campaign.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170606005370/en/>



Out of more than 400 original designs submitted to U.S. Bank's LGBT debit card contest earlier this year, the design by Olivia Ogba of Atlanta was the first-place winner and is featured on the card. The contest was a part of the bank's ongoing efforts to show support for LGBT and other communities, and highlight its emphasis on diversity and inclusion.

"Our new card design allows the LGBT community and allies to put their money where their pride is," said Ann Dyste, assistant vice president, LGBT strategy manager, U.S. Bank. "Olivia's winning design honors equality, unity and progress, which are all important to the bank."

Ogba's art of rainbow sparklers in the night sky is now one of U.S. Bank's 10 permanent card designs. Customers can choose Ogba's debit card art [here](#), beginning today.

"We take pride in creating card designs that are as unique as our customers," said Lisa Wolf, vice president, customer relationship

U.S. Bank's new Visa® Debit Card Pride Design (Photo: U.S. Bank)

management, U.S. Bank. "This design is distinctive in that it was created and chosen by the public, and shows our commitment to diversity and inclusion."

U.S. Bank is increasing its outreach to the LGBT community in a variety of ways this year, including participating in Pride festivities in 30 cities, the largest number in the bank's history. Bank employees will march in Pride parades and/or staff booths in cities that include Minneapolis, San Francisco, Cincinnati and Chicago.

In addition, U.S. Bank is proud to announce that it is joining the Human Rights Campaign as a National Corporate Partner. HRC has named the bank a "[Best Place to Work for LGBT Equality](#)" for 10 years in a row. This sponsorship is one of many LGBT organizations the bank supports across its 25-state footprint, including the National Gay & Lesbian Chamber of Commerce, GLSEN and the LGBT Center in Los Angeles.

### About U.S. Bank

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$450 billion in assets as of March 31, 2017, is the parent company of U.S. Bank National Association, the fifth-largest commercial bank in the United States. The company operates 3,091 banking offices in 25 states and 4,838 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).

The U.S. Bank Visa Debit Card is issued by U.S. Bank National Association, pursuant to a license from Visa U.S.A. Inc. Deposit products offered by U.S. Bank National Association. Member FDIC.

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### U.S. Bank

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