



Americans Value Play but Financial Stress Gets in the Way; U.S. Bank Launches Community Possible Month of Play

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U.S. Bank Invests \$6.6 Million and Engages 73,000 Volunteers to Support the Arts, Culture, Recreation and Play

MINNEAPOLIS--(BUSINESS WIRE)--Jun. 26, 2017-- Americans value play, but financial stress continues to limit play time. U.S. Bank, in partnership with [Playworks](#), checked in with Americans across the country in a new survey, analyzing Americans' relationship with play. According to the survey, 98 percent of people said they think play is valuable, 86 percent believe it can relieve stress and yet 38 percent say financial stress prevents them from playing as often as they'd like.

U.S. Bank is responding by committing to reduce these barriers this summer through its Community Possible Month of Play. It starts with the bank investing \$6.6 million in local nonprofits supporting play programs and mobilizing 73,000 employee volunteers to help make play possible for 100,000 Americans.

"We believe in the power of play," said Reba Dominski, chief social responsibility officer. "Play brings joy, stimulates creativity and innovation, helps with problem solving, and builds relationships. Play is critical to learning and development, health and creating a focus on the common good in diverse communities. Join us and make a commitment to get out and play during our Community Possible Month of Play."

Throughout July, U.S. Bank employees will surprise communities by paying for tickets to a show or admission to the local zoo, clean-up a neighborhood park, start a game of flag football at a school program, paint faces and even work to create new play spaces. For example, the bank will revitalize and renovate playgrounds and play spaces through signature projects in Cincinnati, Chicago, Denver, Milwaukee, Los Angeles, Seattle and the Twin Cities during July and August.

"During the Community Possible Month of Play, our goal is to make play possible for 100,000 Americans across the country," said Dominski. "So, grab your family, co-workers and friends and get out and play this summer. And tell us about it by sharing your story using #CommunityPossible."

"This survey showed just how much Americans value play," said Playworks President Elizabeth Cushing. "From imagination to tag, Playworks is leveraging the power of play to transform communities and positively impact people's social and emotional health. We're excited to welcome U.S. Bank to the movement of organizations committing to empowering communities to play."

Follow the journey at #CommunityPossible as we make play possible across the country. For more information, visit www.usbank.com/community.

About Community Possible

Community Possible is the corporate giving and volunteer program at U.S. Bank, focused on the areas of Work, Home and Play. The company invests in programs that provide stable employment, a safe place to call home and a community connected through arts, culture, recreation and play. Philanthropic support through the U.S. Bank Foundation and corporate giving program reached \$54.2 million in 2016. Visit www.usbank.com/community.

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.

About Playworks

Playworks is the leading national nonprofit leveraging the power of play to transform children's physical and emotional health. Playworks currently serves more than 1,200 schools in 23 regions, and reaches more than 900,000 students directly and through professional training services.

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