



FOR IMMEDIATE RELEASE
YMCA of Metropolitan Milwaukee
414.313.9622

“Bank Your Future” program helps prepare students for success

Milwaukee, Wis. – May 3, 2016 – In collaboration with Boys and Girls Clubs of Greater Milwaukee, YMCA of Metropolitan Milwaukee, University of Wisconsin-Milwaukee, Metro Milwaukee Society for Human Resource Management (SHRM), and National Association for African-Americans in Human Resources (NAAHR) — recently hosted the third annual Bank Your Future program. The educational event focused on helping more than 250 Milwaukee-area youth (14-19 years old) develop interviewing, financial literacy, and college readiness skills.

Held at the University of Wisconsin-Milwaukee, over 75 professionals from more than 50 organizations volunteered. During the event, students were paired with working professionals for one-on-one mock interviews and resume reviews. Students also attended financial education breakout sessions conducted by Make A Difference Wisconsin.

“Associated Bank is committed to the communities we serve, and this event offers a great opportunity to support our future leaders by sharing the importance of financial literacy, education and career planning,” said John Utz, Milwaukee market president and head of corporate banking at Associated Bank. “The biggest highlight for me was seeing the students excited about learning and preparing for their future.”

“The Milwaukee Y is proud to help ensure the future of Milwaukee is a bright one...supporting events like Bank Your Future aligns with our mission to build stronger, healthier and more vibrant communities,” said Julie A. Tolan, president and CEO of the YMCA of Metropolitan Milwaukee. Tolan, a speaker at the event, told the students that the Milwaukee Y is “committed to standing next to you to provide the resources and support you need to achieve academically, emotionally and socially.”

The event kicked-off with keynote speaker Michelle Nettles, Chief Human Resources Officer, MillerCoors. She shared important qualities for success including resiliency, agility, continuous learning, and excellence. At the conclusion of the event, John Utz introduced Donald Driver, the former Green Bay Packers all-time leading receiver and Super Bowl champion. Driver shared his motivational success story and encouraged students to achieve their dreams. He then raffled Dell laptops, Microsoft Surface 3 laptops and Apple iPads provided by Associated Bank.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$28 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from over 200 banking locations serving more than 100 communities

throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

ABOUT THE BOYS & GIRLS CLUBS OF GREATER MILWAUKEE

Boys & Girls Clubs of Greater Milwaukee (BGCGM), one of the largest and longest youth serving agencies in Milwaukee, offers structured after-school and summer programming to more than 43,000 children and teens each year. Within the safety of 44 locations, youth have access to free meals, academic support, role models and opportunities to build character and explore new interests. Through programs like SPARK Early Literacy Initiative and World of Work, the Clubs provide a structured pathway for members to thrive in all stages of their education and gain valuable job experience that will help them develop successful careers as adults.

More than 86 percent of the organization's annual budget goes toward youth programming. Charity Navigator, America's largest and most-utilized charity evaluator, has given BGCGM its highest rating of four stars. For more information, please visit www.boysgirlsclubs.org.

ABOUT THE YMCA OF METROPOLITAN MILWAUKEE

The YMCA of Metropolitan Milwaukee is a powerful association of men, women and children of all ages and walks of life joined together by a shared vision to create a healthier, stronger and safer Milwaukee where families of all incomes and backgrounds truly thrive. Supported by the generosity and vision of our benefactors, the Milwaukee Y offers solutions that reduce health issues that plague our community, such as chronic diseases and preventable injuries; provides safe places seven-days-a-week where kids can have fun, families can gather and seniors can build meaningful connections; serves as an access point for vital community needs, such as preventative health care and reliable, safe before- and afterschool care; partners with families, schools and other non-profits to help kids grow into productive adults; and makes fitness fun and accessible for all. -more- Milwaukee Y Page 3 January 15, 2016 Comprising five locations throughout the Milwaukee area, as well as YMCA Camp Minikani on the shores of Lake Amy Belle in Hubertus, Wisconsin, the Milwaukee Y has been a part of the lives of the greater Milwaukee area's kids and families since 1858. For more information, visit www.ymcamke.org.

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