



... September 19, 2008 News Advisory ...

U.S. TREASURER ANNA ESCOBEDO CABRAL TO ADDRESS BRONX CONFERENCE ON FINANCIAL EMPOWERMENT OF WORKING POOR

Nonprofit Ariva Hosting "Financial Issues Series" to Showcase New Approaches to Deal with "Asset-Stripping" of Low- and Moderate-Income Families, Communities.

NEW YORK CITY//NEWS ADVISORY///U.S. Treasurer Anna Escobedo Cabral will be the keynote speaker at the first in a series of conferences starting on September 19, 2008 in the Bronx on new financial empowerment approaches that are designed to showcase solutions to help the working poor. The "Financial Issues Series" is sponsored by Ariva, a Bronx based not-for-profit focused on financial services access, asset-building and community economic development. *The first meeting on September 19 will be co-sponsored by Women's Housing and Economic Development Corporation (WHEDCo) and CheckSpring Bank. WHEDCo is a community based non-profit organization dedicated to building a more beautiful and prosperous Bronx.*

Many New Yorkers struggling financially and working poor households nationwide are facing tougher economic times in the face of falling income/benefits and rising expenses. To meet growing financial pressures, an increasing number of low- and moderate-income households are using high-cost credit and depleting their household savings. This pattern keeps low- and moderate-income households trapped in a cycle of debt as their communities are suffering from asset-stripping practices.

Conference Speakers will include:

- * U.S. Treasurer Anna Escobedo Cabral;
- * Caitlyn Brazill, New York City Office of Financial Empowerment;
- * Amy Luebke, New York City Department of Homeless Services; and,
- * Jeremy Reiss, Community Service Society of New York.

TO PARTICIPATE: Members of the local and financial news media are invited to attend Ariva's "Financial Issues Series" inaugural conference, at 2 p.m. EDT on September 19, 2008 at CES 218, Rafael Hernandez Dual Language Magnet School, 1220 Gerard Avenue, Bronx NY 10452. Photo opportunities with the children from the CES 218, Rafael Hernandez Dual Language Magnet School and the U.S. Treasurer will be available before the conference starts from 11:45 a.m. - 12:30.

You must RSVP to attend the event. To RSVP for the conference, contact Patrick Mitchell at (703) 276-3366 or pmitchell@hastingsgroup.com.

ABOUT ARIVA

Ariva promotes individual wealth and economic development in underserved communities with improved access to financial services and education. For more information about the Ariva free tax program and workshops, call Meagan van Harte at (917) 843-3133 or send an email to mvanharte@arivaonline.org. More information about Ariva also is available on the Web at <http://www.arivaonline.org>.

ABOUT CHECKSPRING

CheckSpring inaugurated the first branch of its new Bank on November 5, 2007. As the first bank founded in the Bronx in over 25 years, CheckSpring is making a strong commitment to the local community. CheckSpring serves "unbanked" communities with a niche focus that goes much farther than check cashers by providing check cashing customers with the ability to establish bank accounts. CheckSpring has created a unique and cost-effective approach to banking inner-city communities and clientele. CheckSpring is currently adding services and is focused on identifying additional locations to provide its services.