



## News Release

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### **JEFF KERR OF U.S. BANK NAMED CHAIRMAN OF JUNIOR ACHIEVEMENT OF THE UPPER MIDWEST'S BOARD OF DIRECTORS**

**MINNEAPOLIS and MAPLEWOOD, Minn.** (Aug. 11, 2015) – Jeff Kerr, president of U.S. Bank Institutional Trust and Custody, has been named chairman of the board of directors for Junior Achievement of The Upper Midwest, Inc. (JAUM) for the 2015-2016 fiscal year.

Kerr has been a dedicated member of JAUM's board of directors since 2006, and has served previously as treasurer and first vice chair. Kerr has been with U.S. Bank since 1998, and has worked in banking for 28 years.

"Jeff is a wonderful example of how one person can make such a huge difference in the lives of young people in our community," said Gina Blayney, president and chief executive officer of JAUM. "Jeff's involvement with JA directly helps our region's students learn how to manage money, gain entrepreneurship skills, and prepare for college or a career, so that they can contribute to the community and participate in the revitalization of our economy."

"It is a privilege to serve with wonderful board members -- an incredibly talented group of professionals at JAUM, and to represent U.S. Bank in support of Junior Achievement's mission to inspire young people to succeed in a global economy," said Kerr.

Kerr earned a Bachelor of Science degree in finance from Brigham Young University in Provo, Utah, and a MBA from the UCLA Anderson School of Management.

#### **About Junior Achievement of the Upper Midwest, Inc.**

Junior Achievement of the Upper Midwest has been serving students in Minnesota, Western Wisconsin and North Dakota since 1949. This school year we will reach more than 161,000 students in grades K-12 with financial literacy, college and career readiness and entrepreneurship education. Our programs are implemented by more than 8,000 volunteers, mostly business professionals, who share their skills and experience to motivate and inspire students to succeed. Learn more at [www.jaum.org](http://www.jaum.org).

#### **About U.S. Bank Institutional Trust and Custody**

U.S. Bank Institutional Trust and Custody, a division of U.S. Bank, offers comprehensive services including fiduciary, custodial, securities lending, investment management and benefit payment processing to endowments, foundations, corporations, insurance companies, financial institutions, unions, government and public entities, and registered investment advisors.

#### **About U.S. Bank**

U.S. Bank operates 94 branches in the Twin Cities and employs more than 12,000 people in

Minnesota. U.S. Bancorp (NYSE: USB), with \$419 billion in assets as of June 30, 2015, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,164 banking offices in 25 states and 5,020 ATMs and provides a comprehensive line of banking, brokerage, insurance, 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).

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