



## **MEDIA CONTACT**

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## **PENINSULA FAMILY SERVICE TO HOST SECOND EDITION OF THE THOUGHT LEADER SERIES FINANCIAL EMPOWERMENT FOR ALL: HOW DO WE MAKE TRUE PROGRESS?**

San Mateo, CA – May 11<sup>th</sup>, 2018. Peninsula Family Service, a local non-profit organization with 68 years of presence in four Bay Area counties, is hosting the second edition of its Thought Leader Series on June 6<sup>th</sup>, 2018 at the Silicon Valley Community Foundation community space in San Mateo. The event runs from 9:30 AM until 1:00 PM.

“Due to the increasing costs of living, many of our neighbors in the Bay Area are fighting an uphill battle to continue to live in the place they call home”, says Heather Cleary, CEO of Peninsula Family Service, “this conference and working lunch on Financial Education is a way to bring together our community, generate discussion and find ways to bring financial education services and products to those who need them most.” This is the second edition in Peninsula Family Service’s Thought Leader Series, a series of events that aim to inspire, inform and stimulate discussion on topics of vital concern to the community.

The event’s keynote speaker is José Quiñonez, Mission Asset Fund Founder/CEO and 2016 MacArthur Fellow. He is a renowned financial services innovator, with extensive work in moving underbanked populations into a pathway to mainstream financial services and improvement of their financial stability.

Other speakers are Yuliya Rzad, Program Specialist with the Office of Financial Empowerment of the Consumer Finance Protection Bureau (CFPB); Rob Lajoie, Vice President of Financial Empowerment for Peninsula Family Service; Dr. Vera Jacobson-Lundeborg, D.Ed., Director for the Career and Technical Education program of the San Mateo County Office of Education (SMCOE); and Keith Ogden, ESQ., Senior Attorney for the Housing Program at the Community Legal Services in East Palo Alto (CLSEPA). Maeve Elise Brown, Founder & Executive Director of Housing and Economic Rights Advocates (HERA) will serve as emcee for the event and panel facilitator.

“The lack of access to financial education, sky-high interest rates and predatory lending push those who struggle to make ends meet into a cycle of debt with devastating consequences. With this event, we are looking for alternatives to bring education and services to those who need it most in our community,” says Rob Lajoie, Vice President of Financial Empowerment at Peninsula Family Service.

This event is made possible by US Bank, Humanitarian Event Co-Sponsor; Silicon Valley Community Foundation, Community Event Co-Sponsor; and San Mateo Credit Union, Event Partner.

The event is FREE and includes a box lunch, while supplies last. During lunch, there will be a session with break-out groups on Universal Access to Financial Education, Advocacy, Education and Partnership Building.

Seating is limited so we strongly encourage you to RSVP for this event by visiting: [www.peninsulafamilyservice.org/financialeducation](http://www.peninsulafamilyservice.org/financialeducation), where you can also find more information and logistics of the event.

If you have any questions, send us an e-mail to: [info@peninsulafamilyservice.org](mailto:info@peninsulafamilyservice.org).

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### **About Peninsula Family Service**

Peninsula Family Service strengthens the community by providing children, families, and older adults the support and tools to realize their full potential and lead healthy, stable lives. Programs focus on early learning, financial empowerment and services for older adults. Peninsula Family Service is active in four Bay Area counties: San Benito, Santa Clara, Santa Cruz, and San Mateo, and serves over 10,000 individuals who need support overcoming the barriers standing between themselves and a life of opportunity, financial stability, and wellness. For more information, see [peninsulafamilyservice.org](http://peninsulafamilyservice.org).

### **About the Peninsula Family Service Thought Leader Series**

The Peninsula Family Service Thought Leader Series aims to inspire, inform and stimulate discussion on topics of vital concern to our community and to galvanize action to create stability, wellness and reward for all.