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The Allstate Foundation and Dress for Success Join *To Catch a Dollar* movement to Launch ‘My Dollar My Life’

Innovative Campaign to Promote Financial Literacy Through Personal Promises

New York, NY (April 18, 2011) – The Allstate Foundation, Dress for Success and the producers of the documentary *To Catch a Dollar* today launched an innovative new financial literacy initiative that encourages Americans to take concrete steps to improve their financial futures. The ‘My Dollar My Life’ campaign will provide Americans with the opportunity to make specific promises to change their financial health and, for the first 10,000 promises made, The Allstate Foundation will make a \$1 donation to Grameen America.

“We’re honored to spearhead the ‘My Dollar My Life’ project,” said Vicky Dinges, Vice President for Public Social Responsibility at Allstate Insurance. “With each promise, we grow closer to an America where people not only understand the importance of planning for their financial future, but where people are actively building a stable financial future for themselves and their families. It’s our hope that this campaign will bring attention to financial empowerment for all Americans.”

To participate in ‘My Dollar My Life,’ users can visit tocatchadollar.com/promise and facebook.com/tocatchadollar, where they will have the ability to commit to one of a number of promises to improve their financial future, from contributing to a 401K to passing up an unnecessary purchase to save money. With each promise made, users will have the option of sharing their commitment on their Facebook newsfeed and The Allstate Foundation will donate \$1 to the Grameen America branch fund for the first 10,000 promises made.

“Dress for Success has long placed a priority on improving financial literacy for women – especially those seeking to lift themselves out of poverty,” said Joi Gordon, CEO of Dress for Success Worldwide. “The ‘My Dollar My Life’ initiative is a unique way to pursue this objective, combining the power of storytelling with the reach of social media to create real impact.”

Audiences in hundreds of theaters across the country watched *To Catch a Dollar* on March 31, the story of the first Grameen America branch in the United States and how its borrowers are using small loans to build businesses and improve their lives. The Allstate Foundation and Dress for Success were supporters of the film’s launch event and are partners in its ongoing economic empowerment campaign designed to educate, assist and activate a growing community supporting microfinance services in the United States. Throughout the month of April, in partnership with leading activist and advocacy organizations, the *To Catch a Dollar* community is exploring issues related to the film and relevant for America today: women in poverty, the plight of the “unbanked” in America, savings and financial literacy, and policy solutions. Visitors can learn more at www.tocatchadollar.com.

“To Catch a Dollar tells an important story, but more than that, it demonstrates to audiences that there are challenges facing women in this country, but there are also solutions – so long as we are willing to take the steps needed to reach them,” said Gayle Ferraro, director and producer of the film. “As a filmmaker, it’s an honor to work with organizations like the Allstate Foundation and Dress for Success to extend the reach of my film to have real impact in people’s lives. We’re excited to get started.”

The My Dollar My Life campaign will begin today and continue throughout the week on www.tocatchadollar.com.

About the Allstate Foundation

Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Through partnerships with nonprofit organizations across the country, The Allstate Foundation brings the relationships, reputation and resources of Allstate to support innovative and lasting solutions that enhance people's well-being and prosperity. With a focus on teen safe driving and building financial independence for domestic violence survivors, The Allstate Foundation also promotes safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. For more information, visit www.allstatefoundation.org.

About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 110 cities in the U.S., Australia, Canada, Ireland, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 600,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About Grameen America

Grameen America's mission is to provide affordable microloans to financially empower low-income entrepreneurs. Since January 2008, Grameen America, a 501(c)3, has loaned out over \$16 million dollars in microloans to over 5,500 members. Started in Jackson Heights, Queens, Grameen America has quickly expanded to Brooklyn, Manhattan, and Omaha, Nebraska. Our vision is to help create a world free of poverty. We predict a market where any individual with a dream can receive affordable financial products regardless of income, previous credit history, education, or business experience. We envision a world where burgeoning entrepreneurs are empowered to lift themselves out of poverty through hard work and determination to forge better lives for their families and future generations (www.grameenamerica.org). Please contact krosenberg@grameenamerica.org / (212) 735-4023.

About To Catch A Dollar

Immediately following its theatrical premiere on March 31, the producers of *To Catch a Dollar* launched a text-to-give campaign to raise funds for a future Grameen America branch. By texting ‘AMERICA’ to 85944, the public will give a \$10 donation to Grameen America and in a unique online selection process, users are simultaneously choosing from four candidate cities: Atlanta, Chicago, Los Angeles and Washington, DC. Using their Facebook accounts, voters will be able to vote once per week for the life of the contest.

To Catch A Dollar is an independent documentary owned and funded by the director Gayle Ferraro of Aerial Productions. For more information go to www.aerialproductions.com or contact gayle@aerial-productions.com

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