



FOR IMMEDIATE RELEASE

Contact: Piia Aarma at Pineapple Tweed
221-2102 (m)

ASB LEADS WOMEN'S FUND OF HAWAII ANNUAL APPEAL WITH \$10,000 MATCH

(Honolulu, Nov. 15, 2010) – American Savings Bank is jump starting Hawaii Women's Fund annual appeal drive with a \$10,000 one-to-one match. The drive begins November 19 and ends December 31, 2010.

"We are very grateful for this generous gift and urge the community to help us meet this match goal," said Dr. Tyrie Jenkins, WFH board of directors chair. "We know from research that when women thrive, communities prosper, and we are thrilled to have American Savings Bank help us champion the cause of women and girls in our community".

Jenkins also noted that this year, despite the economic pressures facing everyone, Women's Fund of Hawai'i was able to grant more than \$30,000 to diverse programs across the state that help the most vulnerable women and girls realize their potential.

"American Savings Bank is proud to partner with the Women's Fund of Hawaii to support programs for women and girls in need," said Beth Whitehead, American Savings Bank executive vice president and chief administrative officer. "Our core values include *Caring* and *Being Involved* to make a positive difference for our customers, employees and communities. Through this outreach, we have the opportunity to change many lives for the better."

Spring grants went to projects dealing with bullying among teens, victims of domestic violence, learning for a lifetime, helping women with socio-economic challenges and helping to rebuild the lives of women or are or have been imprisoned.

About American Savings Bank: Serving Hawaii's businesses and communities for 85 years, American Savings Bank provides a full range of financial products and services, including commercial and consumer banking, insurance and investments. For more information, visit www.asbhawaii.com

Women's Fund of Hawai'i is a grant-making organization that focuses on making lasting social change through empowering women and girls in Hawaii. Grants from Women's Fund of Hawai'i address issues such as financial security, safety, self-esteem, adolescent pregnancy, physical and mental health, substance abuse, prostitution, incarceration, immigration status, sexual orientation, inadequate childcare and sports inequalities.

For information on how to apply for grants or join Women's Fund of Hawaii in its community efforts, please call 954-9653 or email ed@womensfundhawaii.org.