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**Wells Fargo, UNCF, Terrence ‘J’ Jenkins and**

**Natasha Eubanks Team Up to Empower HBCU Students**

*Company hosts* ***My Life, My Story, #MyUntold Town Hall*** *event for more than 300 Atlanta University Center Consortium (AUCC) students to promote the #MyUntold****℠*** *social media campaign as a platform to affirm positive cultural perceptions.*

CHARLOTTE, November 10, 2015 – Today, Wells Fargo & Company (NYSE: WFC) and UNCF (United Negro College Fund) rallied students from three of the nation’s leading Historically Black Colleges and Universities (HBCUs) —Clark Atlanta University, Morehouse College and Spelman College — for an interactive town hall event to promote positive images of African American youth. HBCU alumni, Terrence ‘J’ Jenkins, actor and philanthropist, and Natasha Eubanks, founder and CEO of *TheYBF.com,* joined Wells Fargo and UNCF leaders to inspire students to use social media to share personal experiences that proactively address cultural mischaracterizations.

Seeking to broaden the current social narrative involving the African American community, Wells Fargo launched the [*#MyUntoldSM*](https://untoldstories.thismoment.com/) campaign to offer a more comprehensive perspective on the African American experience. The social media campaign honors the community tradition of storytelling by creating a platform to share personal stories, history and defining moments– while fostering cultural awareness outside of the community. The official *#MyUntold* website ([wellsfargo.com/MyUntold](https://untoldstories.thismoment.com/)) aggregates user-generated and company-produced content (photos, videos and written posts) to offer visitors deeper insight into African American culture.

Today’s ***My Life, My Story, #MyUntold* *Town Hall*** event engaged HBCU students by empowering them to lead and take personal accountability for enlightening others on the full cultural identity of African American youth. Students were invited to contribute their stories at an onsite photo/video booth, and during “man on the street” interviews captured across campus. To further encourage community engagement, the Haitian Club of Spelman College and the Minority Association for Pre-Medical Students of Clark Atlanta University were presented with a $1,000 check to develop programs to support local community organizations.

“Wells Fargo’s [*#MyUntold*](https://untoldstories.thismoment.com/) campaign is valuable because it provides an important vantage point of the community that extends one-dimensional storytelling,” says Jenkins. “It’s my hope that coming out of this event students will be inspired to become the official storytellers of their community.”

To date, the social media storytelling campaign has generated hundreds of personal stories from across the country. It has become a catalyst for self-expression that showcases diverse experiences among a common culture.

“Wells Fargo is happy to introduce [*#MyUntold*](https://untoldstories.thismoment.com/) to millennials in this way. We’ve taken the campaign across the country, and people literally wait in line to share their stories. As a company, we appreciate the opportunity to connect directly with the communities we serve in such a personal way,” says Lisa Frison, vice president, African American Segment manager, Wells Fargo. “HBCU students in particular have the power to become the opinion formers of a generation, and [*#MyUntold*](https://untoldstories.thismoment.com/) is one way they can use their voice to lead.”

Following the event, students were joined by community members for a [*#MyUntold*](https://untoldstories.thismoment.com/) themed [Instameet](https://community.instagram.com/). Participants traveled to various campus landmarks to capture photo and video content (to share on Instagram®) that reflects their HBCU experiences.

“Since [*#MyUntold*](https://untoldstories.thismoment.com/) launched, UNCF has been a strong supporter of the campaign,” says Richard Shropshire, Vice President of Communications and Marketing, UNCF. “This platform aligns with our ongoing relationship with Wells Fargo that includes longstanding support of the UNCF Empower Me Tour and UNCF Evening of Stars, engagement platforms which empower the African American community to aspire to higher education.”

Wells Fargo continues to promote the campaign through efforts with *Oprah.Com* and *Interactive One,* creating custom content, including stories from actor and HBCU alumni, [Lance Gross](http://theurbandaily.com/2015/11/02/lance-gross-untold-story/), and Grammy-nominated singer-songwriter, [Elle Varner](http://theurbandaily.com/2015/11/05/elle-varner-untold-story/). Renowned pastor, author and motivational speaker, [Bishop T.D. Jakes](https://untoldstories.thismoment.com/story/540) recently shared his story about how his father’s sacrifice inspired him to strive for success while reaching back to help others. The company continues to encourage the community to share their own stories using #MyUntold.

***About Wells Fargo***

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with $1.8 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through 8,700 locations, 12,800 ATMs, the internet (wellsfargo.com) and mobile banking, and has offices in 36 countries to support customers who conduct business in the global economy. With approximately 265,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 30 on Fortune’s 2015 rankings of America’s largest corporations. Wells Fargo’s vision is to satisfy our customers’ financial needs and help them succeed financially. Wells Fargo perspectives are also available at [Wells Fargo Blogs](https://blogs.wf.com/) and [Wells Fargo Stories](http://wellsfargo.com/stories).

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