



PRINT COPY

CLIENT: Bank of America
 TITLE: Hispanic Local Print Campaign —
 Building on our commitment to
 strengthen communities
 JOB No.: 20351
 MAP No.: 2910126

PRODUCT: The Power To
 MARKET:
 DATE: 1/21/2020
 REV.: 6

ENGLISH	SPANISH	BACK TRANSLATION
[headline]	[headline]	
Building on our commitment to strengthen <Market>	Avanzamos en nuestro compromiso de fortalecer <Market>	Moving forward with our commitment to strengthen communities
[copy]	[copy]	
At Bank of America, our success depends on the success of the communities we serve. That's why we continue to use our expertise and resources to address issues that matter most to people. We're working to drive economic and social progress and helping our clients and employees achieve their financial goals.	En Bank of America, nuestro éxito depende del éxito de las comunidades que servimos. Por eso, seguimos usando nuestra experiencia y recursos para abordar los temas que son más importantes para la gente. Estamos trabajando para impulsar el progreso económico y social, ayudando a nuestros clientes y empleados a alcanzar sus metas financieras.	Same as English
This year begins with solid momentum and financial results, enabling us to continue investing in the communities we serve — profit and progress working together to make a difference.	Este año comienza con un gran impulso y resultados financieros, lo cual nos permite seguir invirtiendo en las comunidades que servimos, ya que al combinar ganancia y progreso podemos marcar una diferencia.	This year begins with solid momentum and financial results, enabling us to continue investing in the communities we serve, because by combining profit and progress we can make a difference.
[market president photo]	[market president photo]	

PROOF:	
CW:	
CD:	
AE:	
CLIENT:	
TM:	



I am <Market President Name>, <Market President title>. My team and I are here to listen to your business and personal needs, so we can help you get things done. That is why we are always asking:	Soy <Market President/Rep Name>, <Market President/Rep title>. Mi equipo y yo estamos aquí para escuchar acerca de sus necesidades comerciales y personales, y así poder ayudarle a cumplir sus objetivos. Por eso siempre preguntamos:	Same as English
<i>What would you like the power to do?®</i>	<i>¿Qué quiere lograr?™</i>	<i>What do you want to achieve?™</i>
Let me know at: <market president email address>	Compártalo conmigo en: <market president/rep email address>	Share it with me at: <market president/rep email address>
[BANK OF AMERICA logo]	[BANK OF AMERICA logo]	
[legal]	[legal]	
As always, protect your personal data. For assistance with a personal financial issue, please visit your nearest financial center.	Como siempre, proteja su información personal. Para asistencia con un asunto financiero personal, visite su centro financiero más cercano.	Legal Disclosures provided by Compliance. Spanish translation reviewed by Hispanic Marketing Communications.
Bank of America, N.A. Member FDIC. (bug) Equal Housing Lender © 2019 Bank of America Corporation. All rights reserved.	Bank of America, N.A. Miembro de FDIC. (bug) Igualdad de oportunidades en préstamos para viviendas © 2020 Bank of America Corporation. Todos los derechos reservados.	Legal Disclosures provided by Compliance. Spanish translation reviewed by Hispanic Marketing Communications.
[on the right]	[on the right]	
Our commitment by the numbers:	Nuestro compromiso reflejado en cifras:	Our commitment shown in numbers:
Delivering more than \$4 billion in community development lending for affordable housing and other important local priorities	Otorgamos más de \$4 mil millones en préstamos para el desarrollo de la comunidad para viviendas a precio razonable y otras prioridades locales	Same as English



	importantes	
Making more than \$250 million in philanthropic contributions to help remove barriers to economic progress	Donamos más de \$250 millones en contribuciones filantrópicas para eliminar los obstáculos al desarrollo económico	Same as English
Investing \$3 billion annually in technology initiatives, including digital and mobile, to give clients what they need, when they need it	Invertimos \$3 mil millones al año en iniciativas tecnológicas, incluyendo digital y móvil, para darles a nuestros clientes lo que necesitan, cuando lo necesitan	Same as English
Raising our internal minimum rate of pay to \$20 per hour in Q1	Aumentamos nuestro salario mínimo interno a \$20 por hora en el primer trimestre	Same as English
Hiring 10,000 military veterans, guard and reservists since 2014	Hemos contratado a 10,000 militares veteranos, soldados de la Guardia Nacional y reservistas desde el 2014	Same as English