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FOR IMMEDIATE RELEASE

### **Capital Area Asset Builders Names Maurita Coley as Executive Director**

*Maurita Coley, an experienced attorney, will succeed Colleen Dailey to build on CAAB's strengths and further the mission of putting clients on the road to financial independence*

Washington, DC – March, 29<sup>th</sup>, 2010 - The Capital Area Asset Builders' (CAAB) Board of Directors announced today that it has named Maurita Coley as Executive Director, effective March 29, 2010. Coley is an attorney and former operations executive for BET Holdings, Inc. She succeeds Colleen Dailey, who recently announced her retirement after nearly five years of leadership. CAAB is excited to have Ms. Coley to help guide its continued growth.

Coley lauded CAAB's 13 years of providing outstanding financial education, tax preparation, one-on-one financial counseling and matched savings programs to low and moderate income residents of the District. "CAAB provides an invaluable service to the Washington community, particularly during these challenging economic times," says Coley. "My goal is to ensure that CAAB attracts the resources that it needs to meet the incredible demand for its services, and to expand its capacity to serve even more."

"The Board is excited to have Maurita leading CAAB into its next phase. Maurita brings a track record of creativity in fundraising, a gift of connecting people and ideas, and a longtime commitment to financial literacy," said Marcella Harshbarger, president of CAAB's Board of Directors.

Coley, a past recipient of Georgetown University Law Center's Distinguished Alumnae Award, calls financial literacy "her passion". Coley has taught financial education in her community, and she co-authored "How to Start an Investment Club" along with two other members of the Washington Women's Investment Club to guide people on group saving and investing. She also serves as a board member with the Daniel Alexander Payne Community Development Foundation.

Coley's diverse background combines over 20 years of experience in operations, management, communications, and development. For 18 years, Coley was an equity partner with the Cole, Raywid & Braverman LLP law firm and with Davis Wright Tremaine LLP when the firms merged. For six years, she served as an executive at BET Holdings, Inc.

"I am honored to help to build on what is already a tremendous story of success of helping the Washington community to build brighter financial futures," she says.

Coley will be CAAB's 3rd executive director over its 13 year history. For more information about CAAB and its work to help people build brighter financial futures, visit [www.caab.org](http://www.caab.org).

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*Capital Area Asset Builders ([www.caab.org](http://www.caab.org)) is a nonprofit 501(c)(3) organization that puts people on the road to financial independence. Our programs help low- and moderate-income individuals and families improve their money management skills, increase their savings, and build wealth by investing wisely. CAAB's goal is to create a community that provides everyone with incentives and opportunities to save for the future.*