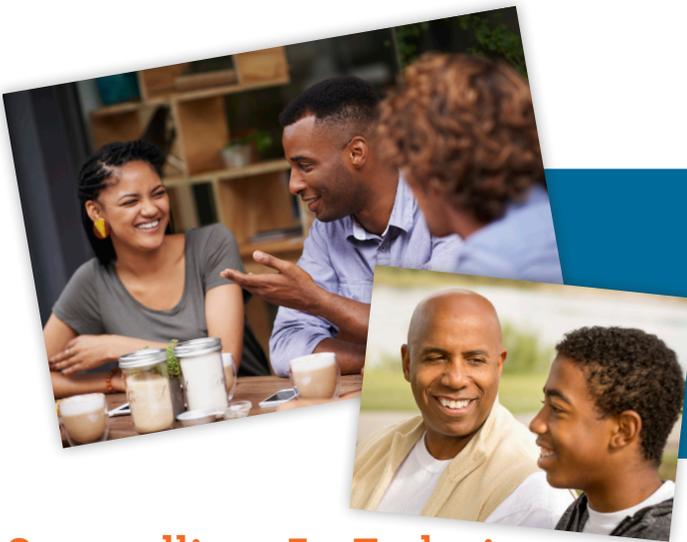


Wells Fargo Presents: **#MyUntold**

WELLS
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The Tradition of Storytelling



Storytelling is a way to share, learn and preserve history and culture. We invite everyone to use these fun, simple ideas to begin documenting and sharing your story on social media using **#MyUntold**.

Storytelling: An Enduring African American Tradition

For centuries African Americans relied on oral tradition as the primary means to share and preserve history and culture. From the antebellum era when the practice was brought over from Africa, to the Civil Rights movement, to the modern-day verses of hip hop, storytelling has stood the test of time as a respected vehicle to share culturally significant moments and experiences from generation to generation.

Wells Fargo recognizes the importance of highlighting the stories of African Americans and is proud to honor the tradition of storytelling with the **#MyUntold** campaign. The **#MyUntold** campaign provides a platform that honors and acknowledges the African American experience from a historical and present day lens. **#MyUntold** allows the community to share personal stories, family history and life's defining moments through videos, photography or writing. The hope is that these stories will bolster community pride, while building cultural awareness around what it truly means to be African American today.

Storytelling: Where History and Today Intersect

Honoring the rich history of African Americans is critical to recognizing and celebrating the progress of the community. To continue this progress, it's important to also acknowledge the recent experiences that further enrich the community. **#MyUntold** aims to capture cross-generational stories - those grounded in history that paved the way for future generations and those stories that represent the outcomes.

1. Grab a video camera or hit record on your mobile phone and ask family members to share their favorite family moment from the past year.
2. While today's photography is mostly digital, don't let those physical photo albums go to waste. Gather the family and share the stories behind the images you are flipping through.
3. Wondering what a family member was like when they were you age? Simply ask. Reflecting on their past will bring up stories that you may not have known about them. You may be surprised to hear that your dreams, ambitions and interests are similar to what theirs were at your age.
4. Consider replacing bedtime stories with moments from your family history. This can be a fun yet informative twist to your nightly ritual and teach them more about their personal heritage.
5. During a graduation, awards ceremony or other celebration ask the honoree what this accomplishment means to him or her and record the response with your mobile phone.
6. "Tell me about a time when you _____" can serve as a great way to start an interesting exchange between generations of family members, college alumni or mentors. Ask those closest to you to share memories from their personal accomplishments, school and career.
7. Whether capturing one story or several, consider sharing them. And don't forget to use **#MyUntold** when sharing them on your favorite social media platform to join others in telling a collection of the greatest untold stories.