

For Immediate Release
October 15, 2025

SAVE OUR STATES LAUNCHES “BANKS VS. AMERICA” CAMPAIGN
“You control your own data—not the banks.”

WASHINGTON, D.C., October 15, 2025 – Today, Save Our States is launching a brand-new campaign, “[Banks vs. America](#),” to call out big banks for trying to control and “put a toll” on American consumers’ bank data.

The grassroots campaign will give a voice to American consumers nationwide who would have less financial freedom, choice, and opportunity if the big banks succeed in their efforts to end Rule 1033’s open banking protections and charge more fees.

“We will make sure the voices of millions of Americans across the country are heard in DC. Big banks are using their wealth to demand a system where they can take control of our data and use it to crush competition,” **said Trent England, Executive Director of Save Our States**. “This directly conflicts with President Trump’s goal of making the U.S. the innovation capital of the world to unlock financial freedom and opportunity for all Americans.”

The Save Our States campaign is taking its message directly to the big banks meeting in Washington, D.C., through mobile billboards running this week. The campaign spotlights “financial freedom ahead” for consumers through access to budget apps, cryptocurrencies, and “better rates,” but first consumers must avoid new fees levied by big banks.

In addition to the mobile billboards, the new site, [BanksVsAmerica.com](#), provides resources explaining the threats to consumers’ financial freedom and empowers Americans with ways to make their voices heard.

“We are confident the Trump Administration will keep protections in place for consumers to own our banking data and stop burdensome fees,” **England said**.

The CFPB is in the final week of accepting [public comments](#) on proposed changes to Rule 1033. The comment period will close October 20, 2025.

View the mobile billboard creative as featured on the new site [here](#).

###