

# Regions Bank Opens Riding Forward Scholarships to High School Seniors, College Students

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*Since 2012, nearly \$250,000 in scholarships provided in honor of Black History Month*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) is offering high school seniors and college freshman, sophomore and juniors an opportunity to both celebrate the contributions of African-Americans, and earn money to attend college.

Regions will award a total of 32 Regions Riding Forward<sup>®</sup> Scholarships to high school and college students across the 16 states served by the company. The selection is based on a competitive essay contest:

- High School seniors are eligible to apply for a \$5,000 scholarship based on an essay about an African-American who has inspired them.
- College freshman, sophomores and juniors are eligible for a \$2,500 scholarship based on an essay about an African-American who has inspired them and influenced their college career.
- Additional entry details, official rules and complete eligibility requirements are available on the campaign's website, [regions.com/ridingforward](http://regions.com/ridingforward).

"When we developed Riding Forward three years ago, we wanted to recognize the accomplishments of African-Americans while, at the same time, investing in the future," said Michele Elrod, head of Regions Marketing. "This program achieves both of these goals by featuring historical figures Ralph David Abernathy and Thurgood Marshall and offering the Regions Riding Forward Scholarship Essay Contest. To date, we've awarded 57 scholarships to high school and college students totaling nearly \$250,000."

The Riding Forward Scholarship is part of a larger Regions Bank campaign to celebrate Black History Month and is in its third year. In addition to the scholarship program, Regions is making a unique online learning module about African-American History - "306: African-American History<sup>™</sup>" - available to select high schools in markets served by the company. The online module was developed by EverFi.

"The Riding Forward program allows us to shine a light on our young people and their perspectives on Black History," said Lajuana Bradford, head of Regions Corporate Social Responsibility. "The contributions and accomplishments of African-American heroes are what propels us forward in helping to make a difference in the next generation."

Applications for the Regions Riding Forward Scholarship will be accepted from January 20, 2014-February 27, 2014. Scholarship awards will be announced in April 2014. For more information or to see last year's winners and essays, visit [www.regions.com/ridingforward](http://www.regions.com/ridingforward).

For questions about the application, submission process or technical questions, please contact ISTS Customer Care at 855-670-ISTS (4787) or via email at [contactus@applyists.com](mailto:contactus@applyists.com). Hours are Monday through Friday, 8 a.m. until 5 p.m. CT. All phone calls and emails are returned within one business day.

## About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$117 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

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