

# Regions Bank Announces the Return of Financial Fitness Fridays

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*Throughout January, in-branch events across 16 states will help individuals and businesses focus on succeeding financially in 2014 and beyond*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Every Friday during the month of January, select [Regions Bank](#) (NYSE:RF) locations across 16 states will host free, in-branch financial fitness events covering a wide range of important topics such as budgeting, borrowing, identity protection, investing and estate planning for consumers and businesses.

"Through events like Financial Fitness Fridays, along with a wide range of tools, resources and personal advice, we're encouraging people to take steps to ensure their long-term financial success," said John Owen, head of Business Groups for Regions Bank. "Providing this guidance and information is one way Regions is helping individuals and businesses make more informed financial decisions that are good for our customers, their families, employees and communities."

Financial Fitness Fridays begins this year with five new complimentary financial education seminars, including topics as diverse as banking for students to money managing and wise use of credit.

More than 500 [Regions Bank](#) branches, spanning all markets, will participate in Financial Fitness Fridays in 2014. While Financial Fitness Fridays lasts one month, Regions' commitment to financial education is year-round. Consider these examples:

- Regions delivered approximately 36,000 free financial seminars at businesses and schools in 2013 through the company's Regions At Work program.
- Regions provides free online financial education courses to students and Regions Bank customers through the Regions Learning Center. In 2013, more than 7,600 high school and college students registered and participated in online courses presented by Regions through the company's agreement with EverFi. Also, the Adult-EverFi@Work program included participation by more than 4,000 Regions customers in 2013.
- As another part of its company-wide commitment to providing financial advice, guidance and education, Regions introduced the [My GreenGuide](#) online financial resource center to help people save, plan and make smarter financial decisions. [My GreenGuide](#) is available at [regions.com/mygreenguide](#) and features tips, advice, articles and calculators on a variety of financial topics.

In addition to events such as Financial Fitness Fridays and tools such as [My GreenGuide](#), Regions Bank works closely with community partners and non-profit organizations to provide financial education resources to students and adults. Organizations interested in taking advantage of complimentary financial education programs are encouraged to visit any Regions Bank branch or [make an appointment on regions.com](#).

*Join in the conversation about financial fitness and learn some financial conditioning ideas by liking Regions on Facebook at [www.facebook.com/regionsbank](#) or following @askRegions on Twitter for tips and ideas and @RegionsNews for news and updates.*

## 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](#).

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