

# Regions Bank Providing Volunteer Hours, Financial Support to Nonprofits to Show "What a Difference a Day Makes"

May 19, 2014

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Nineteen nonprofit organizations throughout the South, Midwest and Texas will receive volunteer hours from [Regions Bank](#) associates and financial support from the company as part of Regions' ongoing "What a Difference a Day Makes" program, a unique, company-wide initiative in which Regions provides every associate a paid day off to volunteer in their community.

Beginning today, Regions (NYSE:RF) is placing special emphasis on "What a Difference a Day Makes" by highlighting 19 nonprofits from communities throughout the markets Regions Bank serves. The nonprofits are all featured in online profiles under the "Make a Difference" tab on [www.regionsbanknews.com](http://www.regionsbanknews.com). Each nonprofit will receive at least 50 volunteer service hours from Regions associates and \$500 from the company.

In addition, the nonprofits will compete in a four-week, online vote to receive 100 volunteer hours from Regions associates and \$5,000 from the company. Online visitors can learn about the mission of each nonprofit via the online profiles and then vote for their favorite nonprofit at [www.regionsbanknews.com/vote](http://www.regionsbanknews.com/vote).

"Regions is committed to helping those who help others in our communities, not just through financial support, but also through hands-on service from our associates," said Rick Swagler, head of External Affairs for Regions Financial Corporation. "What a Difference a Day Makes is a unique program that encourages Regions associates to provide community service work for a variety of organizations. Over the next few weeks, we'd like for people to learn about some of the nonprofits we support and vote for the one at [regionsbanknews.com](http://regionsbanknews.com) that they think deserves a little extra help."

Leaders from each of the 19 markets Regions serves selected a nonprofit to be highlighted and to compete in the vote. The nonprofits were chosen based on a variety of factors, including community impact and the ability to effectively use the volunteer hours and financial support provided by Regions and its associates.

Online voting will take place from 8:00 a.m. CDT on Monday, May 19, 2014, until 5:00 p.m. CDT on Friday, June 13, 2014. Supporters are encouraged to vote as often as once a day.

As part of What a Difference a Day Makes, in 2013, Regions associates reported more than 28,000 community service hours.

## About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$118 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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Source: Regions Financial Corporation

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