

Voters Choose North Little Rock Community Farm as Winner of Regions Bank's "What a Difference a Day Makes" Contest

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Regions providing volunteer hours, financial support to nonprofits as part of unique, company-wide initiative

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- The results are in, and voters have chosen the nonprofit North Little Rock Community Farm of North Little Rock, Ark., as the winner of the [Regions Bank](#) "What a Difference a Day Makes" contest.



Students work in the North Little Rock Community Farm. The farm supplies fruits, vegetables and eggs to a wide variety of people in surrounding areas. (Photo: Business Wire)

contest, we have been able to share the mission of these nonprofits with a broader audience, and we have encouraged members of the public to show their support by voting for their favorites. The work these nonprofits do has a real impact on people in our communities, and Regions is honored to help support their efforts."

The nonprofits are all located in communities served by Regions Bank throughout the South, Midwest and Texas. Each nonprofit is [featured in an online profile](#) under the "Make a Difference" tab on www.regionsbanknews.com.

The contest is one component of Regions' ongoing "What a Difference a Day Makes" program, a company-wide initiative in which Regions provides each of its associates a paid day off each year to volunteer in their community. Leaders from each of the 19 markets Regions serves selected a nonprofit to be highlighted and to compete in the vote.

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.

The North Little Rock Community Farm serves as both a school farm and a community garden. It was founded and is managed by EAST (Environmental and Spatial Technology) Initiative students at North Little Rock High School's Freshman Campus. Students work with adult leadership to manage the garden and share healthy foods with people across the community.

"The North Little Rock Community Farm is a great example of how a group of students with a tremendous vision can make lives better," said Lynn Wright, Arkansas area president for Regions Bank. "The determination of these young people to serve the community is truly a gift. Regions Bank is proud to award 100 volunteer hours and \$5,000 to the North Little Rock Community Farm so the students' garden - and their vision - can continue to grow."

With the grand prize, the North Little Rock Community Farm expects to improve its garden facility and share food with additional neighbors in need.

"This contest has been a fantastic opportunity for the North Little Rock Community Farm to share its story," said K.J. Kite, North Little Rock High School EAST Facilitator. "We plan to build a shed for our garden and take our farm mobile to serve surrounding communities identified as food deserts. I cannot begin to explain how the contest has ignited our community and our kids. We are so grateful to Regions for taking an interest not just in our community, but in all communities."

In 2013, Regions associates reported more than 28,000 community service hours provided to a wide variety of organizations as part of "What a Difference a Day Makes."

For receiving more votes than any other nonprofit featured in the contest, the North Little Rock Community Farm will receive 100 volunteer hours from Regions associates and \$5,000 from the company. The second and third-place finishers in the contest - the Indianapolis Neighborhood Housing Partnership of Indianapolis, Ind., and Branches, Inc. of Miami, Fla., respectively - will receive 50 volunteer service hours from Regions associates and \$1,000 from the company. In addition, all other nonprofits featured in the vote will each receive 50 volunteer service hours from Regions associates and \$500 from the company.

The four-week online vote concluded at 5 p.m. CDT on Friday. The North Little Rock Community Farm received 18,397 votes, securing its first-place finish. The Indianapolis Neighborhood Housing Partnership captured 15,785 votes. Branches, Inc. received 10,853 votes. Nearly 73,000 votes were cast between the 19 nonprofits highlighted.

"Regions Bank believes in supporting our communities not only through financial assistance but also by giving our time and our talents to organizations that are making a difference," said Rick Swagler, head of External Affairs for Regions Financial Corporation. "Through the online

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