

Regions to Celebrate Fun and Excitement of College Football in 2014 SEC Tour

Aug 28, 2014

College Football Hall of Famers, SEC Nation, GameDay Events and Ticket Sweepstakes in store

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE:RF) is kicking off its 2014 Southeastern Conference Fall Tour with a chance to meet College Hall of Fame members, see Regions' Big Bike and enjoy some game day and tailgating fun at more than 20 locations.

Fans can also register for a chance to win an SEC Football Championship Game experience through the #road2ATLsweeps Sweepstakes via the Regions Facebook page or by visiting one of the Fall Tour stops. The Sweepstakes winner will receive four championship game tickets, hotel accommodations, a gift card, a Regions Green Bike and behind the scenes tours of the SEC Nation and Georgia Dome. (There's no purchase or banking relationship required to enter the Sweepstakes. For full details and [Official Rules](#), visit www.facebook.com/RegionsBank or <https://regions.promo.eprize.com/atlsweeps/>.)

The Fall Tour will be highlighted in broadcasts of games on ESPN's SEC Network, which launched on August 14. Regions is a sponsor of the pre-game tailgate show, called SEC Nation, which will be broadcast on the SEC Network from a different SEC campus each week during the season.

"We've enjoyed some 20 years as a sponsor of the SEC, and we're proud to be on the ground floor as a sponsor of the SEC Network," said Paul Hodges, head of Regions Sponsorships. "Our SEC Tour is a great way for Regions to be a part of the excitement of college football, and it provides Regions with numerous opportunities to build strong brand preference with fans of the conference."

Stops along the SEC tour include:

- Thursday, August 28 - Texas A&M at South Carolina
- Saturday, August 30 - Arkansas at Auburn
- Saturday, September 6 - Ole Miss and Vanderbilt
- Saturday, September 13 - Kentucky at Florida
- Friday, December 5 - SEC Championship
- Other dates to be announced

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$119 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. Investment banking and business advisory services are offered through Regions Securities LLC. Member FINRA & SIPC. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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