

Regions Bank Shares the Good with Thousands of People in Dozens of Communities

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New Video Illustrates Impact of Annual Regions Bank Program

BIRMINGHAM, Ala., Dec. 10, 2014 /PRNewswire/ -- In some cities, it was serving hot meals. Elsewhere, it was sending notes of thanks to servicemembers deployed overseas. In Texas, it was building wheelchair ramps with a local nonprofit. In Alabama, it was thoughtful housewarming gifts for first-time homebuyers.

In every instance, it was Share the Good in action.

Share the Good is an annual program organized by associates of [Regions Bank](#), a subsidiary of Regions Financial Corporation (NYSE: RF). The goal is to identify unique and meaningful ways to support people in the communities Regions serves. Throughout November, and into December, hundreds of Share the Good activities took place in more than a dozen states.

As one aspect of Share the Good, several Regions Mortgage associates in Alabama provided surprise gifts to first-time homebuyers after they had received the keys to their new homes. The housewarming gifts led to memorable moments [compiled in a video released today](#) on the [Regions Financial YouTube page](#).

"We really wanted to give them something that would make their new house feel like a home," said Becky Williams, a Regions Mortgage manager featured in the video. "Helping customers purchase their first homes is reward enough, but seeing her eyes light up at the sight of her gift - that was one of the most rewarding moments of my career. I'm glad that I was a part of it. And I'm glad that Regions was a part of it."

This is the fifth year Regions has organized Share the Good. Regions' commitment to service is year-round. Share the Good provides an opportunity to place a special emphasis on the wide range of activities supported by Regions associates.

"At Regions, we believe in giving back to the communities we call home," said Rick Swagler, head of External Affairs for Regions Financial Corporation. "It may be as simple as performing random acts of kindness. Or it may be part of a larger effort to coordinate donations or provide volunteer service. What every Share the Good activity has in common is they all make a positive difference in the lives of others."



Among other Share the Good activities in 2014:

- In Indiana, associates provided financial education for more than 100 students through Regions' work with the DREAM Alive program.
- Regions associates in Mississippi collected and donated more than 6,000 snacks for parents whose children are undergoing treatment at the Blair E. Batson Children's Hospital in Jackson. The snacks will last the hospital for four to five months.

- In Longview, Texas, Regions associates collected and donated personal care items, served meals, and conducted financial education through the House of Hope Mission for Women.
- In Athens, Alabama, Regions associates supported the Full Tummy Project, which provides take-home meals to children who may not have access to nutritious food away from school. The food is placed discreetly in the children's backpacks and provides a source of nutrition during weekends and school breaks.
- In Central Florida, Regions associates participated in random acts of kindness - including visiting local coffee shops and paying for everyone's beverages.



As part of Regions' support of community service, the company provides each of its associates a paid day off each year to volunteer in their community. Regions' commitment to social responsibility is further detailed in the company's annual Social Responsibility Report. The report is available within the [Community Engagement](#) section of [regions.com](#).

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. Additional information about Regions and its full line of products and services can be found at [www.regions.com](#).



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