

Regions Bank Kicks off Regions Financial Fitness FridaysSM, Encouraging People to Improve Financial Fitness in the New Year

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Throughout the month of January, [Regions Bank](#) is hosting more than 350 events designed to help people improve their financial fitness in the New Year. The free events are part of the third annual Regions Financial Fitness FridaysSM program and will offer practical tips and guidance for anyone interested - regardless of whether they are a Regions customer.

The public is also invited to learn financial fitness tips and ideas through social media by liking Regions Bank on Facebook at www.facebook.com/RegionsBank and by following [@RegionsNews](#) on Twitter. Social media users can join the conversation by using the hashtag #FinancialFitnessFridays.

"We know that sound financial management supports the overall wellbeing of individuals, their families, and their communities," said Carol Clarke, manager of the Regions Financial Education Institute. "As the New Year begins, people often resolve to improve their physical health. Through Regions Financial Fitness FridaysSM, we are encouraging everyone to develop healthy financial habits as well, such as saving, paying off debt, and planning for retirement."

Further, Regions is also launching a fun and informative [video series](#) outlining financial "workouts of the week" on topics including planning, savings, tax preparation and retirement. The videos are available on the RegionsBankNews.com website and on the [Regions Financial YouTube channel](#) and will be shown in select Regions Bank locations throughout the month of January.

Information presented during Regions Financial Fitness FridaysSM is designed to benefit not only individual consumers, but also small businesses. Regions is also helping its associates improve their own financial fitness in 2015 through a series of financial fitness quizzes, tips, and articles available on the company's intranet.

While the Regions Financial Fitness FridaysSM program lasts for one month each year, the bank's commitment to financial education is ongoing and year-round. Consider these examples:

- Regions delivered more than 38,000 free financial seminars at businesses and schools in 2014 through the company's Regions At WorkSM program.
- Regions provides free online financial education courses to students and Regions Bank customers, as well as Regions Bank associates, through the Regions Bank Financial Learning Center. In 2014, nearly 9,000 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 4,500 Regions customers and associates in 2014.
- New Orleans Saints running back Mark Ingram and Alabama State Treasurer Young Boozer teamed with Regions and Visa for a game of [Financial Football](#) at an Alabama high school. Also, Regions and Visa partnered with ex-NFL cornerback Ken Lucas and Mississippi State Treasurer Lynn Fitch to bring the game to [Jackson, Miss.-area students](#).
- Regions, EverFi and Judge Glenda Hatchett [honored more than 150 Atlanta high school students](#) for their participation in the Regions Financial Scholars Program.
- Regions also offers 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 Regions Financial Fitness FridaysSM 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](#) through 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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