

Regions Bank Launches Scholar Athlete Game, Furthering Commitment to Financial Education

Jan 13, 2015

Free app helps teens and young adults learn the basics of managing money

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Reflecting its commitment to providing advice and financial guidance to people of all ages, **Regions Bank** has launched the **Regions Scholar Athlete Game**, a mobile application for use with the iPad® mobile digital device, the iPhone® mobile digital device¹, and the Android™ platform.²



The Regions Scholar Athlete Game helps users learn how to manage money, save toward a goal, and budget to pay bills. (Photo: Business Wire)

The game is designed for 15- to 22-year-old students and their parents and helps players learn banking fundamentals such as managing money, saving toward a goal and paying bills, all while the student drives, pitches and putts their way through life as a collegiate golfer. The Regions Scholar Athlete Game is free and available for download through the App StoreSM online store as well as through the Google PlayTM store app.³

"The landscape has changed when it comes to teaching students money management skills. So Regions took an innovative approach to reach students in a way that is engaging and feels natural to them," said Michele Elrod, head of Regions Marketing. "We hope educators, parents and students will find this to be an effective educational tool to help young people develop core personal finance skills that will serve them well throughout their lives."

"A pattern of poor financial decisions can take a young person's life far off course, and often, it's simply a matter of students lacking the most basic financial education," added Carol Clarke, head of the Regions Financial Education Institute. "The more that we are able to reach young people and guide them toward smart money management decisions early in their adulthood, the more positive impact we are going to see in our youth and our communities overall."

In addition to the Scholar Athlete Game, Regions Bank offers a comprehensive collection of financial advice, guidance and education through its free online financial resource My GreenGuide®. Located at regions.com/mygreenguide, My GreenGuide contains practical tips, financial calculators and more to help consumers and businesses make informed financial decisions. Regions also partners with education providers **EverFi** and **Scholastic** to deliver educational content to students of all ages.

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2. Android is a trademark of Google Inc.
3. Google Play is a trademark of Google Inc.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150113005097/en/>

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