

Regions Bank Works to Raise Disability Awareness through Annual "What a Difference a Day Makes" Program

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Public encouraged to vote in online contest supporting nonprofits that serve people with disabilities

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Today [Regions Bank](#) launched a month-long community service program designed to raise awareness and resources for nonprofit organizations that serve people with disabilities. The bank's second annual "What a Difference a Day Makes" program will recognize the 25th anniversary of the Americans with Disabilities Act, signed on July 26, 1990.

As part of the program, 19 nonprofits throughout the South, Midwest and Texas will compete in the 2015 What a Difference a Day Makes Grant Award Contest hosted by Regions during the month of June. The organization that receives the most votes in the online contest will win a grand prize consisting of 100 volunteer hours from Regions associates and a \$5,000 grant from the company. Each of the remaining 18 participating nonprofits will receive an honorable mention prize consisting of 50 volunteer service hours from Regions associates and a \$500 grant from the company.

"Raising awareness about the daily challenges people with disabilities face, the progress that has been made, and the work yet to be done is crucially important," explained Kathy Lovell, Americans with Disabilities Act manager for Regions Bank. "At Regions, we believe in supporting those who make the community a better place to live. What a Difference a Day Makes shines a light on these tremendous organizations. We will supply the funds and the sweat equity. But, more importantly, the public can learn more about these difference makers and the vital services they provide in our communities."

Online visitors can learn about the mission of each nonprofit contestant by visiting the What a Difference a Day Makes program landing page at www.regionsbanknews.com/makeadifference. Online voting in the contest will take place from 12:01 a.m. CDT on Monday, June 1, 2015, until 11:59 p.m. CDT on Tuesday, June 30, 2015 and supporters are encouraged to vote as often as once a day.

The nonprofits participating in the contest were chosen based on a variety of factors, including community impact and the ability to use effectively the volunteer hours and financial support provided by Regions and its associates. In commemoration of the 25th anniversary of the American with Disabilities Act, each of the organizations nominated serve consumers with disabilities in some capacity.

People with disabilities comprise the largest minority in the U.S. It is a diverse group that includes people from all ethnic backgrounds, cultures and ages. It is also a rapidly growing demographic. Of about 70 million families in the country, more than 20 million have at least one family member living with a disability.

Regions Bank works closely with organizations that advocate for people with disabilities in order to actively recruit and retain associates with disabilities and to ensure that customers with disabilities can bank independently, with ease, and on their own terms.

- Regions employs an Americans with Disabilities Act (ADA) manager dedicated to better serving customers with disabilities and supporting efforts to recruit and retain associates with disabilities.
- Regions Bank offers accessible facilities and services for customers with disabilities.
 - For customers who are blind or have low vision, Regions provides ATMs with speech-output and voice-instruction capability; braille, large-print and audio bank statements; sight checks, which are checks printed with raised lines; telephone banking services; and assistance in reading, filling out and processing forms.
 - For customers who are deaf or hard of hearing, Regions accepts telecommunication relay service calls and provides sign language interpreters by request.
 - Regions welcomes service animals and guide dogs at all facilities. Other accessibility needs are addressed individually to meet customer needs.

The What a Difference a Day Makes Grant Award Contest is part of Regions' ongoing What a Difference a Day Makes program, a unique, company-wide initiative in which Regions provides every associate a paid day off to volunteer in their community. In the inaugural 2014 What a Difference a Day Makes contest, 19 organizations received more than 76,000 online votes. The winner, the North Little Rock Community Farm in Arkansas, was celebrated with a school pep rally, a \$5,000 check presentation and a community volunteer day from Regions associates.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$122 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 1,650 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.

Regions Bank

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