

Nicole Elmore, Denham Springs, La., Branch Manager, Receives Regions Bank's Top Associate Honor

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Caring leader also a foster parent who protects and serves her community

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Nicole Elmore, branch manager in Denham Springs, Louisiana, is the June 2015 recipient of the Regions Bank Better Life Award. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance, as well as exemplary involvement and commitment to the community.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150610005188/en/>



Nicole Elmore, branch manager in Denham Springs, Louisiana, is the June 2015 recipient of the Regions Bank Better Life Award. (Photo: Business Wire)

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a nonprofit organization of the winner's choice. Elmore chose the Pilot Club of Denham Springs. She is helping the group raise funds to build a baseball field for the local Challenger recreation division, which provides opportunities for special needs children to participate in sports. [A video of Elmore](#) is available on the [Regions Financial YouTube channel](#).

Elmore is a member of the current Leadership Livingston class through her local chamber of commerce. Her classmates are working with her to fund-raise for the Challenger field. They hope to reach their goal soon.

"It will be a joy to see those children who have had so many obstacles be able to fully participate in a game on a field made just for them," Elmore said.

Before she joined Regions in 2007, Elmore graduated from International Bible College in San Antonio, Texas, and took several mission trips to Haiti and

Mexico to build schools and orphanages. Elmore has also been a foster parent to more than 30 children.

Elmore recently adopted one of her foster children and is in the process of adopting another. She also inspired a bill approved this year by Louisiana legislators to improve conditions for foster children across the state.

"It was always a passion of mine to do this," Elmore said. "I know how important a safe, stable home environment is for these children."

Elmore does her part to keep people of all ages safe in her community as a deputy for the Baton Rouge constable's office. She teaches local citizens how to protect themselves, their homes and their families from harm. She also provides security at special events like LSU home football games.

Elmore's desire to serve brought her to the Denham Springs branch.

"We needed someone who could come into the branch and work with the community and be excited about it. We needed Nicole's leadership," said Mary Cambre, branch team leader. "She cares about the customers and lets everyone know, 'We're Regions, and we're here to help you.'"

Sometimes that on-the-job help takes on unexpected forms for a banker.

"I love working with customers, whether it's helping them with their finances, jumping off a battery or changing a flat tire in the bank parking lot," Elmore said.

About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities Regions serves, and who is an example of the company's values:

- Put People First
- Do What Is Right
- Focus On Your Customer
- Reach Higher
- Enjoy Life

Regions associates are nominated for the award by their managers and peers. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast live to offices in the 16 states Regions serves. In addition

to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in their name to the non-profit organization of their choice.

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.

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Regions Bank

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