

Yolanda Hollingsworth, Marketing Manager in Nashville, Receives Regions Bank's Top Associate Honor

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Volunteer coach helps children prepare for a better financial future

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Yolanda Hollingsworth, a marketing manager in Nashville, is the May 2016 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/20160511005148/en/>



Yolanda Hollingsworth, Area Marketing Manager for Regions Bank in Middle Tennessee, is the May 2016 recipient of the Regions Bank Better Life Award. (Photo: Business Wire)

In addition to the Better Life Award recognition, Regions donates \$1,000 in the name of the recipient to a nonprofit organization of the winner's choice. Hollingsworth chose Junior Achievement (JA) of Middle Tennessee, a nonprofit organization dedicated to educating school children about business, economics and free enterprise. Hollingsworth regularly volunteers as a JA instructor in local schools and was voted JA Volunteer of the Year in 2014.

Hollingsworth's work with JA allows her to fulfill a childhood dream of being a teacher and helps a budding generation avoid the pitfalls of poor financial knowledge.

"I know firsthand how important it is to be financially literate. I've watched family members retire with no savings and now struggle every day," Hollingsworth said. "I just want to show these kids they can be somebody - somebody with a plan to spend wisely, save for their future and pass on what they know to someone else."

Hollingsworth's passion for JA is contagious. Led by her example, Regions associates in Middle Tennessee teach 140 JA classes annually, often in underserved communities.

"What we're doing is changing lives," Hollingsworth said. "Some of them think nobody cares, and I want to show that we do care for them deeply and want them to be a success."

Along with her volunteer work for JA, Hollingsworth serves as board treasurer for the Tennessee Jump\$tart Coalition for Personal Financial Literacy and regularly mentors Regions associates who aspire to work in marketing. She also coaches her son's travel baseball team, along with her husband.

[A video about Hollingsworth](#) can be viewed on the [Regions Financial YouTube channel](#).

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 to offices throughout the communities 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 \$126 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 across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,600 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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