

# Regions to Celebrate Fun and Excitement of College Football This Fall

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*SEC Nation, GameDay Events, new advertisements featuring College Football great Tim Tebow, and the #road2ATLsweepstakes Highlight Fall Tour*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Regions Bank is kicking off its Southeastern Conference Fall Tour with a chance to experience the fun and excitement of SEC football, see Regions' Big Bike and register for a chance to win tickets and a prize package to the SEC Championship Game in Atlanta.

Regions, a long-time sponsor and the official bank of the SEC, is kicking off the 2016 SEC tour in the following locations and expects to visit some 20 locations leading up to the SEC Championship in December. Stops along the tour include:

- September 10 - Mississippi State versus University of South Carolina in Starkville
- Future dates and locations to be determined based on SEC Nation schedule

## 2016 #road2ATLsweepstakes

Once again, fans can register between now and November 12, 2016 to win a tickets prize package to the SEC Championship in Atlanta. Register at [www.road2ATLsweepstakes.com](http://www.road2ATLsweepstakes.com) or at any Regions/SEC Nation event. Prize package includes four tickets to the championship game, hotel accommodations, a gift card, a Regions LifeGreen Bike and more. No purchase or banking relationship is required to enter the Sweepstakes. [Click for full details and Official Rules.](#)

## Welcoming Tim Tebow

This year, Regions, the SEC and SEC Nation will be working together to raise awareness about financial literacy, particularly for student-athletes. Tebow will be featured in new television spots, reminding viewers that "understanding the value of a dollar is just as important as earning one," that will air during SEC Nation and during SEC football games. In addition, Tebow will be highlighting several Regions-sponsored events - Real Talk with Regions - across the Southeast and Midwest with a message about fundamental life-lessons and leadership.

"Regions has been a long-term sponsor of the SEC and by working with the SEC and notables such as Tim Tebow, we've been able to bring fundamentals of good money management in more than 64,000 presentations," said Paul Hodges, Head of Sponsorships and Experiential Marketing at Regions Bank. "The SEC Nation tour is yet another way of bringing the fun and tradition of SEC football and the message of solid financial management to more people."

## 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](http://www.regions.com).

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