

LaSandra Cleaves, Commercial Banking Paralelender in Memphis, Receives Regions Bank's Top Associate Honor

Dec 07, 2016

Devoted mother is glow of hope for families of quadriplegics

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that LaSandra Cleaves, a Commercial Banking paralelender in Memphis, Tenn., is the December 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/20161207005201/en/>



LaSandra Cleaves is a Commercial Banking paralelender for Regions in Memphis, Tenn. Following a tragic accident involving her son and a distracted driver, Cleaves spends much of her time mentoring other families coping with similar challenges. (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. Cleaves chose Shepherd Center of Atlanta, a hospital that helps people with catastrophic spinal cord injuries reclaim their lives with dignity, independence, and hope. Cleaves and her husband lived at Shepherd Center for six months after a distracted driver crashed into their son, Fletcher, instantly turning him from a starting college football player to a quadriplegic in 2009.

"The driver was texting at the time of the crash. That one second changed our lives forever," Cleaves said. "Shepherd Center taught us how to live with Fletcher in his new body. We learned how to move him, feed him, and care for him.

"Even though Fletcher now had these limitations, we knew his life still must go on. Yes, the tragedy happened; but he is still alive and able to show others how far he has come."

With his parents' support, Fletcher Cleaves graduated from college, learned to drive an adapted truck, moved out on his own, and served as a spokesperson for a national campaign to raise awareness of the dangers of texting and driving.

Today LaSandra Cleaves and her family regularly serve as mentors for other families of quadriplegics. [A video about Cleaves, her son and her professional dedication](#) can be seen 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 \$125 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.

Regions Bank

Jeremy D. King, 205-264-4551

jeremyd.king@regions.com

Regions News on Twitter: [@RegionsNews](https://twitter.com/RegionsNews)

Source: Regions Financial Corporation

News Provided by Acquire Media

