

# Regions Bank Launches Creative New Videos, Social Media Outreach and In-Person Activities Supporting Financial Fitness

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*Financial Fitness Fridays program offers education and insights designed to help people reach their financial goals*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- For the fifth consecutive year, **Regions Bank** is celebrating Regions Financial Fitness Fridays<sup>SM</sup> by offering practical financial education in a meaningful, relevant and even humorous manner.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170104005262/en/>

The program is open to everyone, regardless of whether participants are Regions customers. In-branch financial fitness activities on Fridays during January will be complemented by a series of online and social media posts throughout the month, reaching even more people with valuable financial insights.

"Our goal is to reach people wherever they are with useful information that's designed to make managing money easier," said Rick Swagler, head of External Affairs for Regions Bank. "To some, financial education may not sound particularly exciting, but it doesn't have to be boring or intimidating. The activities our branches are organizing - and the content we'll be sharing online - will be fun and informative. We believe this program will connect with people in a way that helps them save more money, manage their spending wisely and better protect their financial information."

One new aspect of Financial Fitness Fridays is the "Junior Banker" series of videos Regions will share through the company's [YouTube® channel](#) beginning Jan. 6. Junior Banker is a humorous, educational resource featuring children breaking down some of the most important, obscure or complicated aspects of managing money into terms that are simple and easy to understand.

Junior Banker topics range from balancing checkbooks to combatting cyber fraud, card skimming and identity theft. One Junior Banker video will be released each Friday throughout Financial Fitness Fridays. The initial video is available in the multi-media gallery of this article.

Also this month, Regions will use the [@RegionsNews Twitter handle](#) to share financial fitness tips, infographics and important lists to help people take charge of their finances. Information will also be housed at [www.regionsbanknews.com](http://www.regionsbanknews.com).

Financial Fitness Fridays will also include in-branch activities at hundreds of Regions locations, where Regions professionals will empower community members with information for financial success.

While Financial Fitness Fridays lasts for one month each year, Regions' commitment to financial education is year-round. Among examples, Regions supports a variety of financial education opportunities for students at the elementary, middle, high school and collegiate levels. Further, the ["Insights" section of Regions.com](#) is consistently updated with relevant articles and tools to help people manage their money. And in 2016, Regions offered over 80,000 "Regions at Work" financial education presentations at employers throughout the communities Regions serves.

Regions also works closely with community partners and nonprofit organizations to share cost-free financial education with more students and adults. Organizations interested in taking advantage of complimentary financial education programs are encouraged to visit any Regions Bank branch or [make an appointment through Regions.com](#).

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

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