

Regions Bank Giving Nonprofits a Chance to Win Financial and Volunteer Support through Social Media and Web Channels

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- *Unique program shares the stories of nonprofits making a positive impact.*
- *Public gets a chance to vote on top agencies.*
- *Winners receive contributions, volunteer service; all gain from greater awareness.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- It doesn't always generate big headlines. It may not light up social media with hot takes and retweets. But there is a lot of good happening in our communities every day. And [Regions Bank](#) is launching a new program to make sure more people know about it.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171101005133/en/>



Regions' ongoing "What a Difference a Day Makes" program encourages volunteerism and nonprofit support throughout communities served by the bank. (Photo: Business Wire)

an improvement project."

Each of the 16 organizations will win some level of volunteer hours and a financial contribution from Regions. And all of these nonprofits will have their stories shared in a way that helps more people recognize the valuable services they provide in our hometowns.

"The What a Difference a Day Makes program has now been in place for a decade at Regions," Swagler added. "It has always focused on giving all of our associates a paid day off each year to volunteer for nonprofits of their choice. We are still doing that. But we are also using our web and social media channels to make the public a part of this program, too."

Voting is under way now and continues through Nov. 30. The top nonprofits will be announced in early December.

Nonprofits participating in the contest were nominated locally and were chosen based on a variety of factors, including community impact and the ability to effectively use the volunteer hours and financial support Regions and its associates provide.

More information about Regions' community commitment can be found [here](#).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$123 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 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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