

# Online. In-Person. In the Palm of Your Hand. Regions Bank Builds on its Commitment to Financial Education

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*Financial Fitness Fridays program makes customized financial guidance available to all.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** on Thursday announced the launch of the 2018 Financial Fitness Fridays<sup>SM</sup> program, a customized outreach that provides the types of advice, guidance and education that can help people improve their personal finances and reach their long-term goals.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20180104005144/en/>



A Regions branch in downtown St. Petersburg, Fla., is seen in this undated photo. Regions operates approximately 1,500 banking offices and 1,900 ATMs across the South, Midwest and Texas. (Photo: Business Wire)

Each Friday during January, various Regions branches across the Southeast, Midwest and Texas will host events offering financial checkups and one-on-one financial education for customers and non-customers alike. Further, Regions bankers will be available, as always, to help people develop their own financial roadmap toward accomplishing their personal objectives.

In addition, Regions will use its digital channels to share more financial education online and through social media. **Updated video content** will illustrate how people can take charge of their financial futures. Additional material shared via [@RegionsNews](#) on Twitter and Regions' news website - [regions.doingmoretoday.com](http://regions.doingmoretoday.com) - will highlight the benefits of conducting a fresh financial review.

"This is the sixth year we've offered Financial Fitness Fridays, and while we continue to find new ways to share financial education, our goals remain the same: to help people learn how to save more, spend smarter and plan for the future," said Rick Swagler, head of External Affairs for Regions Bank. "Simple habits can help your money grow. Our bankers have insight on how to make a spending plan - and stick to it. Through Financial Fitness Fridays, Regions

connects with people online and one-on-one to deliver the types of information that can make a meaningful difference."

Financial Fitness Fridays always takes place during January; it's when many people are rebuilding accounts after the holidays or carrying out New Year's resolutions to save more money. However, Regions' commitment to financial education is year-round.

Among examples:

- The **Insights** section of [Regions.com](#) is constantly updated with informative content for everyone from **students** to **retirees** to people who are somewhere **in between**.
- The Insights section also has information for people going through **financial hardships** or preparing to buy a **car** or a **home**.
- Regions is expanding its partnership with the nonprofit Operation HOPE to support **more financial empowerment centers** that provide free financial counseling, homeownership help and small-business support for surrounding community members.
- Regions works with the nonprofit Inner City Capital Connections to deliver highly customized financial education **for small-business owners** in urban or economically underserved areas.
- Regions supports a variety of financial education opportunities **for students** at the elementary, middle and high school levels.
- Regions also shares financial education with **college students and student-athletes** to help them prepare for financial independence in the years to come.
- Each year, Regions offers tens of thousands of **Regions at Work** financial education presentations at businesses 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 \$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](http://www.regions.com).

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Regions Bank

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