

Regions Bank Receives Financial Capability Innovation Award from EVERFI and The Financial Capability Network

Oct 17, 2018

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- **Regions Bank** has been honored with the *2018 Financial Capability Innovation Award* presented by education technology innovator, EVERFI, Inc. The award recognizes Regions' focus on financial education, the scope and impact of the bank's efforts to make financial education accessible and available, and the commitment of its associates to deliver these programs in their communities.

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Regions Bank has been honored with the 2018 Financial Capability Innovation Award, presented by education technology innovator, EVERFI. Pictured from left to right: Ray Martinez, EVERFI President of Financial Education; Joye Hehn, Regions Community Financial Education Manager; and Leroy Abrahams, Regions Head of Community Affairs. (Photo: Business Wire)

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Regions works with EVERFI to provide both in-person and web-based programs for students and adults. Their curriculum uses the latest in simulation and gaming technologies to bring complex financial concepts to life. In a classroom setting, the program, administered by teachers, offers over six hours of programming on a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k's and other financial literacy standards. The platform uniquely tracks the progress and performance of every student.

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, and mortgage 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 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

About EVERFI

EVERFI, Inc. is the education technology innovator that empowers K-12, higher education, and adult learners with the skills needed to be successful in life. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Twitter founder Evan Williams, and Google Chairman Eric Schmidt. Learn more at everfi.com.

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“For Regions, we see providing financial education – through our branch network, our Next StepSM financial education program or resources on regions.com -- as vital to helping our customers achieve their financial goals,” said Joye Hehn, Regions Community Financial Education Manager. “Our collaboration with EVERFI has allowed us to reach more than 214,000 people – from high school, to college and adults – since 2011.”

In the 2017-2018 school year, Regions provided the following:

- Sponsored digital financial education resources in 154 high schools, reaching 17,795 students, with 65 percent of the students in low- to moderate-income schools.
- Provided more than 13,400 collegians from 14 SEC/select HBCU schools with information to help them understand their finances, within and beyond college.
- Saw an 86 percent increase in the number of adult learners assisted, reaching 22,531 with digital tools and resources [online](#).

“Each year, we honor institutions dedicated to going above and beyond in service to their communities,” said Ray Martinez, EVERFI President of Financial Education. “The Financial Capability Innovation Awards have given us the

opportunity to share and celebrate the tremendous investment these institutions are making and continue to make in the communities where they live, work, and serve.”

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