

New Year, New Opportunity to Achieve Financial Fitness. Regions Bank Reaching More People with Financial Education

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Financial Fitness Fridays program offers customized help with managing money, easy-to-use digital tools

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- The holidays are over. The bills are yet to come. But managing money doesn't have to be a daunting task, and **Regions Bank** is helping more people take charge of their finances in this new year.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190104005016/en/>



Many people resolve to improve their physical health in the New Year. Regions branches are also encouraging people to improve their financial health by coming in for a checkup and taking steps to save more, spend smarter and manage credit wisely. (Photo: Business Wire)

The 2019 Financial Fitness FridaysSM program kicked off today. Now in its seventh year, Financial Fitness Fridays will last through January, offering several options for people interested in improving their finances and reaching long-term goals.

Each Friday this month, various Regions branches across the Southeast, Midwest and Texas will host events offering financial checkups and customized, one-on-one advice. You don't have to be a Regions customer to participate; these events are open to anyone.

The same is true for Regions' updated financial education content online. Do you want to know more about managing your credit score? Regions' **Next Step Financial Learning Center** has you covered. How about things you can do at the beginning of the year to get your finances in shape? The **Insights by Regions** section of Regions.com has helpful advice.

Do you prefer videos instead of articles? A constantly updated **series of thought-provoking videos** on Regions' YouTube channel can help with topics ranging from **teaching children financial concepts** to **planning for retirement**.

"No matter what stage of life you are in, the best time to prepare for your financial future is now," said Rick Swagler, head of Corporate Communications at Regions. "While Regions makes financial education available year-round, the Financial Fitness Fridays program gives us a special opportunity to connect with people during the new year. We encourage them to check up on their financial health and identify steps to manage and grow their finances over time. Money can be a sensitive issue. But it doesn't have to be. Our people have the skills, experience, compassion and tools that can help you improve your financial health in 2019."

Regions will also use the **@RegionsNews** handle on Twitter and the bank's news website – regions.doingmoretoday.com – to share helpful information and illustrate the benefits of conducting a fresh financial review.

In addition to its online and in-branch financial education opportunities, Regions also shares financial advice and guidance in a variety of community settings all year. From **financial education for students** to **connecting small-business owners** with tools for success, promoting financial wellness is one of the bank's top priorities in each community it serves.

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.

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