

Who's Your Favorite? Regions Spotlights Nonprofits Supporting Financial Wellness

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- *Unique Regions Bank program highlights nonprofits helping people improve their financial health.*
- *Public encouraged to join the program by casting online votes and sharing stories through social media.*
- *All participating nonprofits to receive financial contributions and volunteer service from Regions.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- They're in nearly every community. From Houston to Knoxville. St. Louis to Miami. And most points in between. Nonprofit organizations are focusing resources on helping people in their areas learn the essentials of managing money.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190401005078/en/>



Financial wellness is one of Regions' top community-engagement priorities. The bank makes a wide range of in-person and online financial education available, for free, to anyone interested - all year long. (Photo: Business Wire)

In recognition of April as Financial Literacy Month, **Regions Bank** is raising awareness, as well as financial and volunteer support, for several of these nonprofits. Sharing financial literacy is one of the most powerful ways Regions Bank associates serve their communities. So a program the bank is launching today will highlight and benefit local nonprofits as they, too, reach people with helpful financial education and insights.

The program is called "**What a Difference a Day Makes.**" And it works best when the public takes part.

The 18 nonprofits in the program will each be highlighted during April with brief feature articles on Regions' news website, <http://regions.doingmoretoday.com>. The bank will also share profiles of the nonprofits through **@RegionsNews** on Twitter, and a **video further illustrating the program** is available on **Regions' YouTube channel**.

Anyone can learn about the nonprofits, and people ages 16 and over who live in any of the 15 states with Regions Bank branches can help raise support for the organizations by voting online once per day for their favorite. Voting is underway now and will continue through April 30.

"Financial literacy leads to financial empowerment," said Keith Herron, head of Corporate Responsibility and Community Engagement for Regions. "Throughout the year, Regions associates are in our communities helping people learn skills and habits that can help them grow their savings and reach financial goals. The nonprofit organizations in the What a Difference a Day Makes contest share our vision for creating more inclusive prosperity, and they take their own, unique approach to connecting people with financial advice, guidance and education. We are proud to offer this program as a way to support these nonprofits, and we encourage the public to learn more about them and, through their online votes, help us build on this support."

After online voting ends, the nonprofit with the greatest number of votes will receive a \$5,000 grant from Regions. All other contestants will receive grants from Regions of \$500 or \$1,000 based on their ranking from public votes. Further, Regions associates will provide a day of volunteer service to each participating organization.

Nonprofits in the program were selected based on factors such as their track records of making a difference in their communities, as well as their abilities to use the Regions grant and volunteer support. The online profiles of each nonprofit can be found at www.doingmoretoday.com/what-a-difference.

The What a Difference a Day Makes program extends beyond the April 2019 initiative. Most recently, the program awarded grants and volunteer support to nonprofits serving America's veterans. Further, through What a Difference a Day Makes, each of Regions' approximately 20,000 associates is provided a paid day off every year for the purpose of volunteering in support of nonprofit organizations.

Likewise, Regions' commitment to financial education is year-round. From schools and colleges to community workshops and online information, Regions shares free financial literacy every day. Additional information and resources can be found at www.regions.com/nextstep. Next Step financial education content is available for free to all people, regardless of whether they have a Regions account. The content is updated consistently.

Additional information on Regions' year-round commitment to service can be found in the **Community Engagement** section of Regions.com.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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.

© 2019 Regions Bank. The Spring 2019 Regions Bank What a Difference a Day Makes Grant Award Contest voting period begins 04/01/19 and ends 04/30/19 at 5:00:00 p.m. (CT). NO PURCHASE, PAYMENT OR DONATION REQUIRED IN ORDER TO PARTICIPATE IN CONTEST VOTING – SPONSOR IS NOT SOLICITING DONATIONS OF ANY KIND ON BEHALF OF ANY OF THE CONTESTANTS. Participation in Contest voting is limited to U.S. residents 16 years of age or older residing in one of the following states: AL, AR, FL, GA, IA, IL, IN, KY, LA, MS, MO, NC, SC, TN, and TX. Limit one (1) vote per person per day. The one (1) Contestant with the most votes in the Contest voting will receive a Grand Prize Grant Award from Sponsor consisting of a \$5,000 grant and a day of volunteer service provided by Sponsor volunteers (ARV: \$5,000). All Contestants (other than the Grand Prize Grant Award winner) will each receive an Honorable Mention Prize Grant Award consisting of a \$500 grant and a day of Sponsor volunteer service (ARV: \$500). In the event that an Honorable Mention Prize Grant Award winner receives three thousand (3,000) or more votes in the Contest voting, that Contestant will also receive a Highest Honors Grant Award consisting of a (bonus) \$500 grant (ARV: \$500). Sponsor: Regions Bank, 1900 5th Ave. N., Birmingham, AL 35203. | Regions and the Regions logo are registered trademarks of Regions Bank. The LifeGreen color is a trademark of Regions Bank.

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