

The Polls are Open: Public Encouraged to Vote in Regions Bank Initiative Awarding Grants to Nonprofits Serving Veterans

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Daily votes at [Regions.DoingMoreToday.com](https://www.regions.doingmoretoday.com) will lead to financial contributions from the bank.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](https://www.regions.com) on Friday announced the launch of a monthlong campaign to raise awareness and financial support for nonprofit organizations serving veterans, active-duty military personnel, and their families.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191101005053/en/>



The nonprofit Three Hots and a Cot near Birmingham, Ala., was the grand-prize winner of last year's What a Difference a Day Makes contest. The organization provides transitional housing and other services to veterans. (Photo: Business Wire)

said Keith Herron, head of Corporate Responsibility and Community Engagement for Regions. "What they have in common is they all support and honor the men and women who have courageously served our nation. The What a Difference a Day Makes program is one of several ways Regions Bank supports veterans, active-duty military personnel and their families, and we encourage the public to join us by learning about these organizations and voting for their favorites."

In addition to the articles highlighting the nonprofits, Regions will share overviews of each organization through the [@RegionsNews](https://twitter.com/RegionsNews) Twitter handle, and a [video illustrating the initiative](#) is available on [Regions' YouTube channel](#).

The public is also encouraged to share the online profiles of the nonprofits via social media and invite others to cast their own votes.

Participating nonprofits were chosen based on factors including their track records of service and the ability for the organizations to effectively leverage grant funding and volunteer service.

"All year, Regions associates work hand-in-hand with a wide range of organizations that are making a meaningful difference in the lives of others," said Leroy Abrahams, head of Community Affairs for Regions. "Through the What a Difference a Day Makes campaign, we have a unique opportunity to highlight the work of several worthy nonprofits while encouraging greater public awareness and support of their missions."

The stories highlighting each nonprofit can be found at [doingmoretoday.com/what-a-difference](https://www.doingmoretoday.com/what-a-difference). Contest rules are also available at the site.

The What a Difference a Day Makes program extends beyond the November contest: Regions gives every associate a paid day off each year to volunteer in support of nonprofit programs. Additional information on Regions' year-round commitment to service can be found in the [updated Community Engagement section of Regions.com](#).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$128 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. Regions Bank is an Equal Housing Lender and Member FDIC. Additional information about Regions and its full line of products and services can be found at www.regions.com.

The campaign is part of Regions' "What a Difference a Day Makes" program. During November, with the click of a mouse, or a tap on a screen, people throughout the communities Regions serves can cast votes for the 15 nominated nonprofits.

All of the participating organizations are profiled in brief articles on Regions' news website, [regions.doingmoretoday.com](https://www.regions.doingmoretoday.com). Eligible voters can learn about services provided by each nonprofit and vote online once per day for their favorite. Voting is underway now and will continue through Nov. 30.

After voting concludes, the nonprofit with the greatest number of votes will receive a \$5,000 grant from Regions. All other organizations will receive grants of \$500 or \$1,000 based on vote totals. Regions will also provide a day of volunteer service to each organization participating in the contest.

Voters must be 16 years of age or older and live in any of the 15 states where Regions operates branch locations.

"The nonprofits in this month's program deliver their own unique services. They come from cities large and small. And they each have a distinct purpose,"

Jeremy D. King

Regions Bank

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