

Seeing Money More Clearly: Regions Bank Launching 2020 Financial Fitness Fridays

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Free financial insights offered in-person and online to help people take their next step toward reaching financial goals.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Sometimes, it's hard to see past the next bill coming due. And it can be overwhelming to look ahead to expenses that will come later in the year. But the 2020 Financial Fitness Fridays program is getting under way at [Regions Bank](#) this week to help change that.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200107005181/en/>



Financial Fitness Fridays is a tradition at Regions – and one that's growing even stronger in 2020. (Photo: Business Wire)

Financial Fitness Fridays program gives us a unique opportunity to raise awareness of the resources available to anyone seeking to improve their financial health in the new year.”

Regions also offers updated financial education content through the [Next Step Financial Learning Center on regions.com](#). One of Next Step's newest features, called “[Raising a Financially Fit Family](#),” provides insights on building financial success throughout life's major milestones. Topics include teaching children and teens about money management, balancing the family budget, saving for college, and more. Next Step articles, budgeting calculators, and checklists are available for free to anyone without needing to have a Regions account or online banking login.

Additionally, financial guidance is shared consistently through the [@RegionsNews](#) Twitter handle and the bank's news website, [regions.doingmoretoday.com](#). Video content is available through the [Regions Financial YouTube channel](#).

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](#).

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Financial Fitness FridaysSM is part of Regions' comprehensive [Next Step financial wellness program](#). Through Financial Fitness Fridays, Regions professionals across the Southeast, Midwest and Texas, will help people see their finances more clearly in 2020 and bring long-term financial goals in view.

Beginning Friday, Jan. 10, and continuing each Friday through the month, various Regions branches will host events offering financial checkups and personalized, one-on-one advice. In addition to approximately 200 in-branch events, community-based discussions will also take place. Financial Fitness Fridays is available to anyone, regardless of whether they have a Regions account. A list of branch-based activities can be found [at this link](#).

“This is a time of year when many people are already taking a close look at their finances, and it gives us a chance to connect with people and offer insights that can help them build their savings, reduce debts, and achieve greater financial security,” explained Jason Epstein, Consumer Performance Executive for Regions. “We have a year-round commitment to advancing financial wellness for our customers and in our communities. The Financial

