

Regions Bank Launches Online Campaign to Support Nonprofits Serving People with Autism

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Online votes in the What a Difference a Day Makes contest will support grants and volunteer service for several organizations.

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) on Monday launched a monthlong campaign to raise awareness and provide financial support for nonprofits serving people with autism, as well as their families.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200601005054/en/>



Regions Bank's What a Difference a Day Makes program is raising awareness and providing financial support for nonprofits serving people with autism. (Graphic: Business Wire)

volunteer service to each organization participating in the contest.

The online campaign complements Regions' ongoing observance of the 30th anniversary of the signing of the Americans with Disabilities Act. The purpose of the legislation is to promote fair and equal treatment while providing a more inclusive society.

"Regions Bank is committed to offering a welcoming environment for all people, and we are honored to support organizations that are working every day to empower people through supportive services and customized programs," said Kathy Lovell, Disability Services and Outreach Manager for Regions. "The nonprofits we are spotlighting through What a Difference a Day Makes are making a deeply personal and meaningful difference for children, adults and families. We encourage the public to learn more about the vital services they provide and cast an online vote each day through June 30 to help us generate greater awareness and support for their work."

The articles highlighting each nonprofit can be found at [doingmoretoday.com/what-a-difference](https://www.doingmoretoday.com/what-a-difference). Complete contest rules are available on the site as well.

Regions is also sharing overviews of each organization through the [@RegionsNews](#) Twitter handle, and a [video illustrating the initiative](#) is on [Regions' YouTube channel](#). People are encouraged to share the online profiles of the nonprofits via social media and invite others to cast their own votes.

Regions has a long-standing commitment to serving people with autism. The bank worked with physicians and behavioral psychologists to create an autism-friendly branch network so people can bank independently and with ease. Regions branch associates have been educated about autism spectrum disorder and how to respond to a customer's needs. Additionally, sensory packs and quiet rooms are available at Regions locations across 15 states.

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

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$133 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 1,400 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 June, people throughout the communities Regions serves can cast online votes for their favorite nonprofits among 11 participating organizations.

Each organization provides a range of services for people and families affected by autism spectrum disorder. The nonprofits are featured in individual profiles on Regions' news website, [regions.doingmoretoday.com](https://www.regions.doingmoretoday.com). Through these profiles, readers can learn about specific services each organization provides.

Eligible voters can then vote through Doing More Today once daily for their favorite participating nonprofit. Voting is underway now and will continue through 5 p.m. CT on June 30. Voters must be 16 years of age or older and live in any of the 15 states where Regions operates branch locations.

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

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