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Regions Bank Social Responsibility Report Shares the Power of Purpose to Improve Communities

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Regions Bank today announced the release of its [Social Responsibility Report](#) highlighting a diverse range of community service initiatives throughout 2016. The report, titled "[Doing More.](#)" shares examples of how Regions' associates, customers and communities are creating solutions to make lives better.

"Regions associates throughout the South, Midwest and Texas are working year-round to responsibly serve not only our customers, but also our communities. In this report, you'll find stories that illustrate how our people made a positive difference throughout 2016," said Lajuana Bradford, Director of Corporate Social Responsibility for Regions Bank. "We turn our mission into action by actively seeking ways we can use our time and our talents to make life better in the communities we call home."

A [video library](#) highlighting many of Regions' community activities throughout 2016 is available on the [Regions Financial YouTube Channel](#). Examples of Regions "Doing More," highlighted in the report include:

I **Doing More in Miami: American Heart Association**

Regions' commitment to supporting the American Heart Association is more than a civic duty; it's a personal promise. After two Regions employees survived heart attacks, their co-workers and friends rallied around them and participated in the Miami-Dade Heart Walk to raise money for the American Heart Association. Coming together to support not only the organization but also the people it helps is one way Regions does more for the communities it serves.

"Thanks to Regions' corporate support and engagement, we have the opportunity to do some great work, so when I see the masses of people walking, it touches me," said Julie Sharp, Senior Vice President, South Florida, American Heart Association.

See more of [this story](#) on the [Regions Financial YouTube Channel](#)

I **Doing More to Provide Financial Education**

By partnering with Operation HOPE in St. Louis, Mo., Regions helps provide unbanked or under-banked people with the tools they need to achieve financial confidence and improve their quality of life. HOPE Inside, a partnership between Regions Bank and Operation HOPE, helps people understand and use credit wisely, strengthen their overall financial management skills and become better prepared to achieve homeownership, avoid foreclosure or meet other financial goals.

Regions also works with the Urban League of Metropolitan St. Louis on the adult job-training initiative Save Our Sons. Michael McMillan, Urban League CEO and President, says the relationship with Regions is "a perfect fit" and goes beyond a corporate commitment because Regions associates are so involved. "We have board representation, we have a social responsibility commitment in terms of philanthropy and we have Regions employees volunteering, doing financial literacy classes and assisting in employment classes," McMillan said. According to McMillan the collaboration is "really about combining the financial literacy component that people need when they have jobs, when they have income to live a better life - a powerful combination."

See more of [this story](#) on the [Regions Financial YouTube Channel](#)

I **Doing More For Our Veterans**

Re-acclimating to civilian life after a tour of duty is a major obstacle for countless veterans. Many return struggling to cope with posttraumatic stress disorder, find employment and get a handle on their finances. Recognizing the needs of service members, veterans and their families, Regions partnered with H.E.R.O.E.S. Care to help those who serve regain financial control and peace of mind. This national organization joins with partners such as Regions to provide emergency financial aid, employment opportunities and mental health care for service members and their families.

Craig "J.R." Spears is a Navy veteran, business owner and H.E.R.O.E.S. Care client who learned about the group's services when he returned from duty. "Regions and H.E.R.O.E.S. Care gave me the financial education I needed to improve my credit score," Spears said. "They also gave me the funding I needed to run my business."

See more of [this story](#) on the [Regions Financial YouTube Channel](#)

In 2016, Regions supported hundreds of organizations across the South, Midwest and Texas through grants, donations, charitable contributions, and sponsorships. As part of Regions' support of community service, the company provides associates a paid day off each year to volunteer. Regions associates also participate in "Share the Good" initiatives, joining service activities ranging from Habitat for Humanity projects to food drives, financial education classes, random acts of kindness and other events.

The complete "Doing More" 2016 Social Responsibility Report is available on the Regions website at www.regions.com/socialresponsibility.

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, mortgage, and insurance 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 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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