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Regions Bank Celebrates Black History Month with 6th Annual Riding Forward Scholarship Essay Contest for High School, College Students

Contest Opens Jan. 16th, builds on more than \$637,000 awarded since program inception

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- In celebration of Black History Month, [Regions Bank](#) is launching its annual Regions Riding Forward Scholarship Essay Contest. Now in its sixth year, the program has awarded more than \$637,000 since its inception in 2012. Regions is calling for entries from high school seniors and college students who reside with or attend college within its geographic footprint, with submissions accepted from Jan. 16 through Feb. 28.

The Regions Riding Forward Scholarship Essay Contest recognizes the impact and contributions of African-Americans while providing much-needed financial assistance to students facing growing higher-education costs. In 2016, Regions experienced a 38 percent increase in completed contest applications over the previous year.

"The Regions Riding Forward Essay Contest is a special scholarship to us. It provides college scholarships to 30 students, while also shining a spotlight on the African-Americans who inspire them," said Michele Elrod, head of Regions marketing. "The poignant essays often speak to the impact made by unsung heroes, like a parent or a teacher. More than 150 students have benefited from this scholarship over the years, and we're proud of our track record of supporting young scholars."

The Regions Riding Forward Scholarship Essay Contest is open to high school seniors as well as college freshmen, sophomores and juniors. Scholarships are granted in the amount of \$5,000 for high school winners and \$3,500 for college winners. Awards are based on the results of an essay contest, where each applicant submits a 500-word essay about how an African-American has been an inspiration in the applicant's life.

One high school winner and one college winner is selected from each of the 15 states served by Regions branches, for 30 total scholarship recipients. Winners are generally announced in June with scholarships awarded in July.

For official rules, complete entry details and eligibility requirements, visit the contest website at regions.com/ridingforward.

The Regions Riding Forward Scholarship Essay Contest is part of the bank's larger Black History Month celebration. In addition to the scholarship program, Regions is continuing to offer a unique online learning module about African-American history, "306: African-American History™," to select high schools in markets served by the company. The online module was developed by EverFi.

For questions about the Regions Riding Forward Scholarship Essay Contest submission process, or for technical questions, please contact the contest administrator at ISTS Customer Care at 855-670-ISTS (4787) or via email at contactus@applyists.com. Hours are Monday through Friday, 8 a.m. to 5 p.m. CT. All phone calls and emails will receive a response within one business day.

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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