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## Jack Hirsch, Institutional Services Area Manager in Birmingham, Receives Regions Bank's Top Associate Honor

*Purple Heart recipient, Marine veteran models success for younger generation*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Jack Hirsch, an Institutional Services Area Manager in Birmingham, is the November 2016 recipient of the Regions Bank Better Life Award. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance as well as exemplary involvement and commitment to the community.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20161110005153/en/>



Hirsch survived a mine explosion while serving as a U.S. Marine turret gunner in Iraq in 2004.

"It was a blinding and deafening experience. I remember the taste of dust and metal," he said. "Thankfully, I didn't suffer any serious wounds and recovered quickly."

Hirsch returned home -- and to his post at Regions in South Alabama -- with a Purple Heart and a determination to make life better for others. Soon he helped Regions form a strong partnership with Big Brothers Big Sisters of South Alabama, a nonprofit organization that provides one-to-one mentoring services for young people. Regions is donating \$1,000 to Big Brothers Big Sisters on Hirsch's behalf.

Jack Hirsch, Institutional Services Area Manager in Birmingham, Receives Regions Bank's Top Associate Honor (Photo: Business Wire)

"Every child deserves an opportunity to grow and learn, and to put to practice the lessons they've acquired along the way," Hirsch said. "Big Brothers Big Sisters creates environments that allow this to happen."

When Hirsch transferred to Birmingham in 2013, he found another way to help children flourish. "I'm a volunteer Upward Basketball coach at Green Valley Baptist Church," Hirsch said. "I help my players sharpen their athletic skills, while learning the importance of good sportsmanship and upright character for success in all areas of their lives."

Hirsch is a volunteer instructor for Junior Achievement of Alabama. He has also volunteered for the Waterfront Rescue Mission in Mobile, Ala. [A video about Hirsch, his military service and his work in the community](#) can be viewed on the [Regions Financial YouTube channel](#).

### About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities Regions serves, and who is an example of the company's values:

- | Put People First
- | Do What Is Right
- | Focus On Your Customer
- | Reach Higher
- | Enjoy Life

Regions associates are nominated for the award by their managers and peers. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast to offices throughout the communities Regions serves. In addition to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in their name to the non-profit organization of their choice.

#### **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$125 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 1,600 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

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