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Regions Bank Giving Nonprofits a Chance to Win Financial and Volunteer Support through Social Media and Web Channels

- | *Unique program shares the stories of nonprofits making a positive impact.*
- | *Public gets a chance to vote on top agencies.*
- | *Winners receive contributions, volunteer service; all gain from greater awareness.*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- It doesn't always generate big headlines. It may not light up social media with hot takes and retweets. But there is a lot of good happening in our communities every day. And [Regions Bank](#) is launching a new program to make sure more people know about it.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171101005133/en/>



The bank's 2017 "[What a Difference a Day Makes](#)" program starts today. The program is about more than publicity for nonprofits. It also provides financial and volunteer support for 16 innovative agencies serving people throughout the Southeast, Midwest and Texas.

Those nonprofits will be highlighted during November on Regions' news website, <http://regions.doingmoretoday.com>. The company will also share the stories of these nonprofits through the [@RegionsNews](#) Twitter handle.

The nonprofits reflect a wide range of charities. They perform different services for different people. What they all have in common is they are making life better each day for the people - and the communities - they serve. That means their missions directly align with Regions' mission.

Regions' ongoing "What a Difference a Day Makes" program encourages volunteerism and nonprofit support throughout communities served by the bank. (Photo: Business Wire)

Regions' site, they can then vote once per day for their favorite agency," explained Rick Swagler, head of External Affairs for Regions Bank. "The nonprofit with the most votes at the end of the month will get a \$5,000 gift from Regions - along with 100 volunteer hours of service from Regions associates who will help the nonprofit complete an improvement project."

"When people read about the nonprofits on

Each of the 16 organizations will win some level of volunteer hours and a financial contribution from Regions. And all of these nonprofits will have their stories shared in a way that helps more people recognize the valuable services they provide in our hometowns.

"The What a Difference a Day Makes program has now been in place for a decade at Regions," Swagler added. "It has always focused on giving all of our associates a paid day off each year to volunteer for nonprofits of their choice. We are still doing that. But we are also using our web and social media channels to make the public a part of this program, too."

Voting is under way now and continues through Nov. 30. The top nonprofits will be announced in early December.

Nonprofits participating in the contest were nominated locally and were chosen based on a variety of factors, including community impact and the ability to effectively use the volunteer hours and financial support Regions and its associates provide.

More information about Regions' community commitment can be found [here](#).

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$123 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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