

## **Community Service 2011 Company of the Week: Regions Financial Corporation Week of July 17, 2011**

### **Regions Volunteers Share the Good**

Helping neighbors in need, spreading good will in our communities and imparting responsible money management skills have been the focus of Regions' associate volunteer efforts in 2011.

#### ***Share the Good Week***

Earlier this year, Regions associates in 16 states participated in Share the Good Week, a week dedicated to thanking and recognizing the good work and needs in local communities. They organized and took part in hundreds of activities including a company-wide partnership with United Way agencies to provide gently used books and canned foods to a United Way agency in each of our areas.



*Regions associates in Montgomery, AL, collected food for those in need during Share the Good Week.*

#### ***Disaster Relief***

Recent natural disasters have elevated the need for help and healing in many of the communities served by Regions Bank. Across hard-hit areas of the South and Midwest, Regions associates have volunteered to lend their support.

Birmingham, AL, where Regions Financial Corporation is headquartered, was one of many areas impacted by violent storms on April 27. In the weeks following the storms, more than 60 Risk Management associates volunteered at a United Way/NBC 13 telethon for tornado relief. The telethon, which aired on 235 television stations across the country, raised almost \$700,000 in less than 24 hours. The money is being distributed throughout

the areas affected by the tornados — across the Southeast — to fulfill the United Way’s mission for long-term assistance. In nearly every community in the path of the storms, Regions associates have volunteered their time to clean up storm debris or sort donations for storm victims, as well.

Regions associates also assisted neighbors in communities along the Mississippi River basin and its tributaries, where flooding has caused widespread property loss and damage. In Memphis, TN, several Regions Mortgage associates heeded a call from local officials to help fill sandbags ahead of the historic river cresting. Although Memphis did sustain flood damage near the riverfront downtown, the city avoided catastrophic flooding due the actions of local citizens including Regions volunteers.



*Regions volunteers helped individuals and families affected by tornadoes in Concord, AL.*

### ***Financial Literacy***

Regions associates are strong advocates for financial education in our communities. One of the latest examples came during the 2010-2011 school year, as bank associates helped bring to life a financial literacy program for 14 high school classrooms in Atlanta. With Regions’ support, the schools adopted the EverFi Financial Education Program and to date more than 1,000 graduates have walked away with a solid foundation of personal finance and money management skills.

Congratulations Regions Financial Corporation!