

**For Immediate Release**

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**Nine13sports and Regions Bank Expand Kids Riding Bikes Programs**

**Indianapolis, IN – April 7, 2014** – Nine13sports and Regions Bank have established a pilot partnership to advance both physical and financial fitness among students in two Indy schools.

“Kids Riding Bikes powered by Regions Bank,” will roll into the fourth, fifth and sixth grade classrooms of Rousseau McClellan School #91 and Gambold Preparatory High School grades 9 and 10 in the program’s debut.

In addition to the health and wellness benefits provided by Nine13’s bicycle instruction model, this partnership will also involve a component of teaching financial education through Regions’ “Scholars & Dollars” curriculum. The bank is underwriting the cost of Nine13sports programming for Rousseau McClellan and Gambold Preparatory, but also donating associate volunteer hours to raise financial fitness to participating students and their families.

“This project offers an incredibly exciting opportunity to integrate our partnership with IPS and the relationship we have with Regions Bank,” said Tom Hanley, Executive Director for Nine13sports. “It’s great to see Regions Bank’s commitment to financial and physical fitness, and I’m thrilled we can partner with them to increase financial education among our program participants. Regions Bank is a great example of a company thinking collaboratively and creatively to better the youth of Indianapolis.”

The bicycling programs will be five weeks in length and will work with both schools once per week for the duration of the program. Nine13sports programming focuses on getting students active and building community through teamwork. The financial education piece will include lessons designed to better equip youth to understand how to utilize financial resources available to them and how to best implement financial education into their daily lives.

Mike Hart, Indiana and Illinois Area President with Regions, notes, “Regions’ mission is to make life better throughout the cities and towns we serve. Being engaged in a partnership that encourages students to build teamwork skills, promotes wellness and supports them in being more financially fit is a win for everyone in our community. We are proud to have our LifeGreen custom cruiser bicycles affiliated with this educational, interactive project.”

**About Nine13sports:**

*Nine13sports is a Central Indiana nonprofit organization that promotes health, wellness, and exercise for local youth between the ages of 8 and 18, using bicycling as the gateway. We have created a unique program in which we have integrated the traditional bicycle with technology to provide a turnkey product for youth programs, schools and other community organizations. In addition to individual betterment of health and fitness, our programs promote community, teamwork and mutual respect for one another. Our vision is to use the art and sport of bicycling to teach and positively influence our participants and leave a lasting impact. For additional information please visit [www.nine13sports.org](http://www.nine13sports.org) or email [info@nine13sports.org](mailto:info@nine13sports.org).*

**About Regions Financial Corporation**

*Regions Financial Corporation (NYSE:RF), with \$117 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 in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 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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