

## #ThankYouForward in Dallas: Regions Bank Salutes Community Heroes Helping Homeless and At-Risk Youth

Exciting initiative celebrates the tireless work of Promise House employees and their mission to move more Dallas youth toward safety and success.

NEWS RELEASE BY REGIONS BANK

Northampton, MA | January 03, 2022 02:51 PM Eastern Standard Time



DALLAS, Texas, December 28, 2021 /3BL Media/ - **Regions Bank** is saying thanks to the dedicated employees of Promise House in Dallas, with a bonus incentive for them to give thanks of their own to others who may follow their lead helping homeless and at-risk youth.

This month, the bank presented Promise House with 200 gift packages – each filled with two \$20 Regions gift cards – in support of the organization's efforts to move Dallas-area youth in crisis toward safety and success. The packages were distributed among Promise House's devoted staff members during an employee holiday luncheon.

All recipients are encouraged to keep one \$20 gift card – and then share the second \$20 gift card with someone else. The Regions-branded Visa gift cards can be spent wherever Visa is accepted. All recipients are encouraged to keep one \$20 gift card – and then share the second \$20 gift card with someone else.

The gift-giving program is called 'Thank You Forward.' It represents a new compliment to Regions Bank's year-round community commitment, which includes volunteerism, financial support, and more throughout North Alabama and across 15 states served by Regions across the Southeast, the Midwest, and Texas.

"This 'Thank You Forward' initiative brings multi-level benefits in terms of raising awareness for Promise House and its mission by thanking its employees for their heroic efforts to positively impact the lives of youth in the communities we serve," said Tyrus Sanders, Dallas market executive for Regions Bank. "Every young person deserves a safe and nurturing place to call home, and Promise House employees have provided countless hours of compassionate care and counseling to make this a reality. We hope this unique approach to thanking them for their good works will motivate others to follow in their footsteps."

Promise House was chosen by local Regions Bank leaders in recognition of the organization's efforts since 1984 to empower youth to build successful futures. Promise House accomplishes this through crisis intervention, emergency shelter and long-term housing, case management and counseling services, education services, advocacy and outreach.

"What a great way to celebrate our hard-working employees, and at the same time give them the opportunity to pay it forward to someone else during this holiday season," said Charles Wolford, CEO of Promise House. "In just the past 12 months, our relationship with Regions has quickly developed into an engaging and collaborative partnership. From helping secure towel and washcloth donations and coordinating a toy drive for our young children to financial support for our Transitional Living Program, we have a great deal of momentum, but support from the community is critical to helping ensure we can accomplish even more in 2022."

Wolford said Regions' \$10,000 contribution in May 2021 lent support to Promise House's Transitional Living Program, which equips homeless youth ages 18 – 21 with skills and education to become independent, productive members of society. Additionally, this past July, members of Regions' local Commercial Banking team helped cultivate a collaborative partnership with Essilor Vision Foundation to bring Essilor's Kids Vision for Life mobile clinic to Promise House. Twenty Promise House youth have received exams, and 15 now have new glasses.

Thank You Forward is taking place not only in Dallas, but also in support of nonprofits in Austin and Houston, Texas, as well as in Birmingham and Huntsville in Alabama.

**About Regions Financial Corporation**Regions Financial Corporation (NYSE:RF), with \$156 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, and mortgage products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates more than 1,300 banking offices and approximately 2,000 ATMs. Regions Bank is an Equal Housing Lender and Member FDIC. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

**View additional multimedia and more ESG storytelling from Regions Bank on [3blmedia.com](http://3blmedia.com)**