



**SouthWest
Water Company®**



**Children's
of Alabama®**

FOR IMMEDIATE RELEASE:

Regions Tradition Announces Over \$1.1 Million Raised for Local Charities
SouthWest Water Company Announces Top 5 Winners for Matching Funds

BIRMINGHAM, ALA. (Dec. 12) – The Regions Tradition announced today that the annual PGA TOUR Champions event raised over \$1.1 million for local charities throughout Alabama for the 2016 event. Since the tournament became the Regions Tradition in 2011, the event has raised over \$4.5 million for area charities and more than \$15 million since the tournament's inception in 1992.

Additionally, the Regions Tradition received a significant “Pillars of the Community” award for raising more than \$1 million for Children’s of Alabama.

“All year long, the Regions Tradition is making a difference in the lives of children and families across our state,” said Leroy Abrahams, North Central Alabama Area President for Regions Bank. “Since the tournament began, proceeds have benefitted hundreds of charities that meet vital needs in the communities we serve. It is an honor to support an event that gives back to the community in such a meaningful way, and we look forward to building on the success in the years to come.”

Regions Bank is the title sponsor of the Regions Tradition and has allowed the tournament to ascend to major championship status.

“Regions has not only allowed this tournament to ascend to major championship status on PGA TOUR Champions, but also to create a meaningful charitable impact in greater Birmingham area,” said PGA TOUR Champions President Greg McLaughlin. “Today’s announcement further solidifies those efforts.”

Of the total amount raised for local charities, the Birdies for Charity presented by SouthWest Water Company contributed heavily with the strong support of more than 70 charities throughout Alabama. Of those 76 participating charities, the Regions Tradition and SouthWest Water Company recognized the top five charities from the final leaderboard today at Children's of Alabama.

Below is a list of the 2016 Top Five Birdies for Charity presented by SouthWest Water Company Matching Funds Recipients:

1st Place - Vestavia Hills Athletic Assoc. will receive \$11,000 in matching funds

2nd Place - Fellowship House, Inc. will receive \$10,000 in matching funds

3rd Place – TAP will receive \$9,000 in matching funds

4th Place - The Laps of Cystic Fibrosis Foundation will receive \$7,383.14 in matching funds

5th Place – A.skate Foundation will receive \$5,525.24 in matching funds

For additional information please visit www.regionstradition.com.

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About PGA TOUR Champions

PGA TOUR Champions is a membership organization of golfers age 50 and older, with the most recognizable and accomplished players in the game - including 34 members of the World Golf Hall of Fame, which compete regularly in its events. PGA TOUR Champions is Where Legends Play, and is home to The Ultimate Clubhouse. Conceived in 1980 as the Senior PGA Tour, it started with just four events and purses totaling \$475,000. The primary purpose of PGA TOUR Champions is to provide financial opportunities for its players, entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, protect the integrity of the game and generate significant charitable and economic impact in communities in which it plays. Introduced in 2016, the Charles Schwab Cup Playoffs identify and recognize the Tour's leading player via a season-long race for the Charles Schwab Cup. The Commissioner of the PGA TOUR is Tim Finchem. Greg McLaughlin is President of PGA TOUR Champions. The PGA TOUR's website is PGATOUR.com, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, Fla. Follow PGA TOUR Champions at facebook.com/PGATOURChampions and on Twitter @ChampionsTour.

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

About Greystone Golf & Country Club

Greystone Golf & Country Club is an active and vibrant private club that is nestled in the Valley of Double Oak Mountain, located in the Birmingham-Hoover metropolitan area. The Club is the cornerstone of the 1,400 home gated community which offers two world-class championship golf courses: Founders and Legacy. The Founders Course was designed by renowned architect Bob Cupp, and was established in 1991. The Legacy Course, located approximately three miles from the Founders Course, was designed by world-famous architect Rees Jones, and was established in 2000. Greystone Golf & Country Club is the fabled home of the Bruno's Memorial Classic, which was played at the Founders Course 1992-2005, and will again host Champions Tour players for the Regions Tradition in 2016, 2017, and 2018.

About SouthWest Water Company

SouthWest Water Company, delivering water solutions since 1925, is an American-owned company with nationwide resources and local management. SouthWest Water partners with communities to resolve water utility management challenges, system performance issues, significant capital needs, and unacceptable risks to deliver the best quality water and wastewater treatment possible. People from California to Alabama depend on the company as their trusted utility owner and operator. With its southeast regional headquarters in Shelby County, Alabama, the company provides a broad range of water and wastewater recovery services including maintenance and management services, water production, treatment and distribution, wastewater collection and treatment, customer services, and utility infrastructure construction management and finance. SouthWest Water Company believes that, "With water comes responsibility."

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