



FOR IMMEDIATE RELEASE

2017 BIRDIES FOR CHARITY KICKS OFF FOR THE REGIONS TRADITION

*SouthWest Water Company serving as Presenting Sponsor of the
Matching Funds Program*

BIRMINGHAM, ALA. (Jan. 30) – The Birdies for Charity fundraising program has kicked off for the 2017 Regions Tradition, to be held at Greystone Golf & Country Club May 17-21. Charities have started registering to participate in this year’s program and donations are now being collected. The tournament is working to increase charity participation with a goal to raise over \$800,000 for local charities through this year’s Birdies for Charity program.

“SouthWest Water Company is proud to support greater Birmingham area charities through the Regions Tradition Birdies for Charity program,” said Craig Sorensen, Managing Director of SouthWest Water Company. “Charities that receive funds through the program provide needed services for our area that benefit us all.”

SouthWest Water Company is in its third year as presenting sponsor of Birdies for Charity and the Matching Funds program. In the first two years that SouthWest Water Company has served at the presenting sponsor, the Birdies for Charity program has raised more than \$1.4 million for participating charities. Their support allows for charities that raise \$1,000 or more to receive a minimum of a 5 percent match. The top five charities (determined by which charity generates the most donations) will receive a higher match percentage through the SouthWest Water Company Matching Funds. The exact match percentages will be determined at the conclusion of the program in June 2017.

The primary goal of participating organizations in the Birdies for Charity program is to successfully solicit and collect flat donations of \$20 or more and pledges of \$.05 or more from the general public and corporate donors based on birdies made by the PGA TOUR Champions players during competitive rounds at the 2017 Regions Tradition. Flat donations of \$20 or more are also accepted by participating charities. All administrative and promotional costs for the program are paid by the Regions Tradition, and 100 percent of the pledges collected will go to the individual charity that solicited the Birdies for Charity pledge.

The 2016 program shattered the previous record, with a 71.9 percent increase in donations raised from 2015. Vestavia Hills High School, Fellowship House, Inc., TAP, The Laps for Cystic Fibrosis Foundation and A.skate Foundation finished as the top five fundraising charities and received a higher match of 11%, 10%, 9%, 8% and 7% respectively.

Any 501(c) 3 organization recognized by the IRS may participate in the Regions Tradition's Birdies for Charity program. In addition, schools and athletic booster programs are encouraged to participate. For more information and to register visit <http://www.regionstradition.com/birdies-for-charity.php> or call Allie Dunlap at (205) 262-2815.

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About PGA TOUR Champions

PGA TOUR Champions is a membership organization of golf's most recognizable and accomplished players, age 50 and older, including 32 members of the World Golf Hall of Fame. The Tour's mission 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 and generate significant charitable and economic impact in tournament communities. In 2017, the PGA TOUR Champions schedule includes 26 tournaments in 18 states, Japan, Wales and Canada, with purses totaling more than \$55 million. The Charles Schwab Cup, which includes the Regular

Season and the Charles Schwab Cup Playoffs, is used to determine the season-long champion. All events are televised in the United States, with most receiving complete coverage on Golf Channel, the exclusive cable-television partner of PGA TOUR Champions. Internationally, telecasts air live, tape-delayed or in a highlights-package format in excess of 190 countries and territories, reaching more than 330 million potential households. The PGA TOUR's web site 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, on Twitter @ChampionsTour and on Instagram @pgatourchampions.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$120 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 1,650 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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