



CHAMPIONS



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PONTE VEDRA BEACH, Fla. – PGA TOUR Champions announced today that Two by Two Rescue, one of the local charities benefitting from the Regions Tradition Birdies for Charity program, has been named the 2015 PGA TOUR Champions Charity of the Year.

The 2015 Regions Tradition raised \$783,000 for local charities, including more than 60 charities from throughout Alabama participating in the Birdies for Charity presented by SouthWest Water Company fundraiser, which tallied \$514,600 last year. In sum, the event has raised over \$3.4 million for area charities since 2011.

Through the Birdies for Charity program, participating organizations solicited and collect pledges of five cents or more from the general public and corporate donors, all based upon the number of birdies made by PGA TOUR Champions players during the event. Flat donations of \$20 or more were also accepted by participating charities.

“We are excited and humbled to be chosen and we pray that this seed money for our dream of a no-kill facility in Alabama will quickly multiply,” stated Sonya King, executive director of Two by Two Rescue. “Thousands of dogs are waiting for us to save them and we thank PGA TOUR Champions for blessing Two by Two Rescue's mission of rescuing and giving life to abandoned, abused, distressed and stray dogs. I

challenge the golf community and enthusiast to financially bless the no-kill facility project.”

Two by Two Animal Rescue is a 501 C (3) non-profit, no-kill organization, which opened in 2002 after founder Sonya King began feeding strays in Old Town Helena, Alabama – a suburb of Birmingham. King noticed another citizen leaving food for the stray animals, and joined forces to rescue many in the area.

Their efforts continue today as Two by Two seeks to save the lives of unwanted, abused and abandoned animals, caring for the pets until they find permanent homes. Surviving on donations, fund raising and adoption fees, the organization fully examines each animal, spays or neuters and then microchips them. They are treated regardless of age, breed or medical cost, and are mostly kept in private volunteer foster homes in Birmingham and the surrounding areas of Helena, Pelham, Hoover and Alabaster, as Two by Two does not have a permanent facility.

“Over the years, the Regions Tradition has benefitted hundreds of charities in this area by helping them raise much needed funds and building awareness for their programs,” said Leroy Abrahams, Regions North Central Alabama Area President. “We’re proud to support an event that truly gives back to the community and delighted that Two by Two was selected at the 2015 Charity of the Year.”

“We are honored to present Two by Two Rescue with our 2015 Charity of the Year award,” said PGA TOUR Champions president Greg McLaughlin. “The effort that Sonya King and her team put behind helping animals who are unable to help themselves is both admirable and inspirational. By rehabilitating these animals and providing homes for them, Two by Two is creating a lasting impact in the greater Birmingham community, and establishing a new standard for shelters and Humane Societies across the country. Congratulations to Regions Financial Corporation and the Regions Tradition on this prestigious honor.”

As recipient of the 2015 PGA TOUR Champions Charity of the Year award, Two by Two Rescue will receive \$30,000, which will go towards a no-kill animal shelter & accompanying dog park to be built in Shelby County, Alabama.

“It is our goal to alleviate the number of unwanted animals in the county that are euthanized,” said King. “We are thrilled to be chosen as PGA TOUR Champions Charity of the Year. It is a humbling honor.”

The Regions Tradition moves to Greystone Golf & Country Club in Hoover, Alabama this year, with tournament week set for May 18-22. For information on the 2016 event, or Birdies for Charity, please visit www.RegionsTradition.com.

For more information on Two by Two Rescue, please visit www.TwoByTwoRescue.com. For more information on PGA TOUR Champions, please visit www.PGATOUR.com.

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. In 2016, the newly-introduced Charles Schwab Cup Playoffs will 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 the Charles Schwab Cup Playoffs

In 2016, the new Charles Schwab Cup Playoffs will be contested. Earnings by players in the 23 PGA TOUR Champions events leading up to the Charles Schwab Cup Playoffs will determine which players advance to the three-tournament series, which will be comprised of the PowerShares QQQ Championship (72 players), the Dominion Charity Classic (54 players) and the Charles Schwab Cup Championship (36 players). At the completion of the 2016 SAS Championship, the leading 72 players on the 2016 money list will advance to the first Playoffs event. 'Wildcard Weekend' at the SAS Championship allows for one player that finishes in the top 10 on the week, but finishes outside the top 72 on the season-long money list, to advance to the Playoffs. A

points system will commence at the beginning of the first Playoffs event. Each player's current money total before the start of the first Playoffs event will become the equivalent number of points (e.g. \$330,000 equals 330,000 points). Double points will be earned by each player competing in each of the first two Playoffs events and added to the existing points earned through the SAS Championship (e.g. if a player has earned \$250,000 through the SAS Championship, then earns \$132,000 – or 264,000 points - at the PowerShares QQQ Championship, his total points will be 514,000 points). This points total is cumulative through the Dominion Charity Classic before a reset of the points takes place in advance of the Charles Schwab Cup Championship. The reset will be similar to the PGA TOUR's FedExCup Playoffs, which allows the leading five players the opportunity to claim the Charles Schwab Cup if they win the season finale, but also mathematically allows for the 36th-ranked player to win, depending on his performance at the final Playoffs event and the results of the remainder of the field.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 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 1,630 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 Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman. Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination. Visit www.brunoeventteam.com for additional information.