

Proclamation



Bob Buckhorn, Mayor

WHEREAS, consumer spending and personal finance are part of the foundation of our nation's economy and it is important that individuals understand how to make, save, invest, and spend money wisely; and

WHEREAS, residents in Tampa, Florida, and around the nation face many choices which affect their financial well-being, and sound financial fitness empowers our citizens to make wise decisions and become responsible workers, heads of households, investors, entrepreneurs, and business leaders; and

WHEREAS, through education, financial stability can be achieved, leading to prosperous workers, families, companies, and communities; and

WHEREAS, Regions Financial Corporation, founded in 1971 and currently with over 300 bank branches throughout United States, supports consumer financial fitness through its mission of achieving superior economic value for shareholders over time by making life better for customers, associates and communities, and creating shared value as they help meet their financial goals and aspirations; and

WHEREAS, with the understanding and vision that a banking institution's success is tied directly to the success of its customer, Regions Financial Corporation launched *Financial Fitness Fridays* in January 2013; and

WHEREAS, each Friday in the month of January 2014, Regions Financial Corporation will conduct workshops and activities at local bank branches to support the community with education and tools to enhance the Financial Fitness of consumers, and throughout the year will continue to provide educational modules, calculators, tools, tips and seminars to offer opportunities for financial success.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim Friday, January 3, 10, 17, 24 and 31, 2014 as

“FINANCIAL FITNESS FRIDAY”

in the City of Tampa, Florida, and encourage all citizens to participate in the events planned to become aware of the role individual financial well-being has on the financial fitness of our entire nation.

Dated in Tampa, Florida, this 10th day of January, 2014.



Bob Buckhorn

Mayor

