



## **FIVE NEW CHARITIES NAMED AS CHARITY PARTNERS**

*The 2010 Fifth Third River Bank Run will collaborate with one Official Charity and 10 Charity Partners*

**GRAND RAPIDS, MICHIGAN (January 7, 2010)** – Fifth Third River Bank Run officials have announced that the Race Committee has named five additional not-for-profit organizations from the close to 60 which applied as Charity Partners for the 2010 event. The American Red Cross, Grand Rapids Wheelchair Sports Association, Hospice of Michigan Pediatric Hospice Program, In the Image and Safe Haven Ministries will join Degage Ministries, Gilda's Club Grand Rapids, Kent County Girls on the Run, Kids Food Basket and My Team Triumph as the 2010 Fifth Third River Bank Run Charity Partners. The YMCA of Greater Grand Rapids Strong Kids Healthy U Program remains the Official Charity of the Fifth Third River Bank Run.

“The Fifth Third River Bank Run Charity Partner program was initiated in 2009 to provide additional opportunities for charitable organizations to utilize the race for fundraising and awareness purposes,” says Mary Jane Berklich, Charity Partner Coordinator, Fifth Third River Bank Run. “Last year, Fifth Third Bank was able to assist the YMCA and five Charity Partners in raising over \$80,000. In 2010, we are looking forward to providing Fifth Third River Bank Run participants, volunteers and sponsors with even more alternatives for philanthropic involvement and volunteer opportunities.”

Online registration for all Fifth Third River Bank Run events on Saturday, May 8, is available at [53riverbankrun.com](http://53riverbankrun.com). Guides featuring 25K, 10K and 5K training schedules are available at all West Michigan YMCA and Gazelle Sports locations. Paper entry forms will be available at all Fifth Third Banking Centers after January 18.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$111 billion in assets, operates 16 affiliates with 1,309 full-service Banking Centers, including 103 Bank Mart® locations open seven days a week inside select grocery stores and 2,357 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has a 49% interest in Fifth Third Processing Solutions, LLC. Fifth Third is among the largest money managers in the Midwest and, as of September 30, 2009, had \$184 billion in assets under care, of which it managed \$25 billion for

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## CHARITY PARTNERS NAMED

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individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at [www.53.com](http://www.53.com). Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB." Fifth Third Bank, Member FDIC.

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### FOR MORE INFORMATION:

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5 new groups named Fifth Third River Bank Run Charity Partners:

<http://www.53riverbankrun.com/event-information/e2/run-walk-for-charity.php>