



## **2010 CHARITY PARTNERS APPLICATION NOW AVAILABLE**

*Five non-profit organizations will be selected to receive funds and market their missions*

**GRAND RAPIDS, MICHIGAN (October 6, 2009)** – Fifth Third River Bank Run officials have announced that the 2010 Charity Partners program application is available online until October 20 at [53riverbankrun.com](http://53riverbankrun.com) or by contacting Race Headquarters for a hard copy at [runinfo@53riverbankrun.com/616.771.1590](mailto:runinfo@53riverbankrun.com). Five non-profit organizations will be selected to join the YMCA of Greater Grand Rapids Strong Campaign Healthy U Program (the Official Charity of the 2010 event on Saturday, May 8) and the original five Charity Partners selected in 2009, to receive funds from Fifth Third Bank and market their missions to race participants, volunteers and sponsors.

“It is exciting to offer this opportunity to charitable organizations in West Michigan,” says Jennifer Ranville, Assistant Vice President, Fifth Third Bank. “The five new charities selected will join Degage Ministries, Gilda’s Club Grand Rapids, Kent County Girls on the Run, Kids Food Basket and My Team Triumph as 2010 Charity Partners. We’ll be encouraging participants to raise funds or volunteer for these deserving organizations next year.”

Fifth Third Bank along with Fifth Third River Bank Run participants helped raise over \$80,000 for the Healthy U program and Charity Partners in 2009 through direct donations and pledges via participation. “By promoting a variety of charitable options related to the Fifth Third River Bank Run, we believe even more people will be motivated to make a positive difference in the lives of others,” explains Ranville.

Online registration for all 2010 Fifth Third River Bank Run events will be available on November 9 at [53riverbankrun.com](http://53riverbankrun.com). 2010 Training Guides will be available at all Gazelle Sports locations after November 20. Paper entry forms will be available at all Fifth Third Banking Centers after January 18, 2010.

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$116 billion in assets, operates 16 affiliates with 1,306 full-service Banking Centers, including 100 Bank Mart locations open seven days a week inside select grocery stores and 2,371 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 June 30, 2009, has \$180 billion in assets under care, of which it managed \$24 billion for 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.

### **FOR MORE INFORMATION:**

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