



## FIFTH THIRD BANK'S COMMITMENT

Fifth Third Bank ([link](#)) has a rich legacy of community support. In 1948, it became the first financial institution in the United States to establish a charitable foundation. Today, it continues to invest the time, resources and people to help build better tomorrows in the communities it serves.

The Fifth Third River Bank Run was initiated by Old Kent Bank and the Grand Rapids Running Club in 1978, introducing a unique 25K distance run for participants, volunteers and spectators. In 2000, Fifth Third Bank acquired Old Kent Bank and, because of their community reinvestment tradition, continued to support the race under their brand – the Fifth Third River Bank Run.

In 2010, the Fifth Third River Bank Run will celebrate 33 years on Saturday, May 8, starting and finishing near Fifth Third Bank's Western Michigan headquarters in downtown Grand Rapids, Michigan. The event features the largest 25K road race in the country and will play host for the 16<sup>th</sup> consecutive year to the USA 25 km Open Championships. In addition, race day also offers a 10K Run, 5K Run and 5K Walk, with Junior distances for children ages 5-13 offered on Wednesday, May 5.

Under the guidance of Fifth Third Bank, the Fifth Third River Bank Run has grown from its first year participation of just over 1,000 athletes, to over 18,000 participants in 2009. More than 2,300 volunteers support race week activities and race weekend spectators are estimated at 38,000.

The Fifth Third River Bank Run is a signature event for the Bank, encouraging and promoting a healthier community on an annual basis. In addition, Fifth Third Bank along with race participants, volunteers and sponsors, helped raise more than \$80,000 in 2009 for local charities. They plan to do even more in 2010.

For over 150 years, Fifth Third has been providing quality financial products and services to its customers. Based on its rich [history](#) of performance and customer service, the Bank has received numerous [accolades](#) for the way it operates over 1,300 locations in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Missouri, Georgia and North Carolina. Fifth Third's people, products and performance are highlighted in the Bank's current and archived [news releases](#) and media announcements.