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MEDIA RELEASE

City of Jacksonville and VyStar Credit Union Empower Residents To Take Control of Their Finances

Financial Fitness Day delivers free education, personalized guidance and practical resources to Jacksonville families.

JACKSONVILLE, FL – More than 150 Jacksonville residents attended the 2026 City of Jacksonville Financial Fitness Day Presented by VyStar Credit Union earlier today at the Jacksonville Public Library's Main Library Conference Center. Participants gained access to financial education, community resources and practical tools to strengthen their financial wellbeing. The event was hosted by the City of Jacksonville and sponsored by VyStar Credit Union along with community partner It's My Money.

Financial Fitness Day brought together financial educators, community organizations and local leaders for a day of workshops, one-on-one guidance and resource sharing, all aimed at helping individuals and families improve their financial health. Attendees learned about budgeting, saving, credit management, homeownership, fraud prevention and other topics that support long-term financial success.

For teenagers ages 13-18, a Financial Fitness Reality Fair offered an immersive look at managing money in the real world. Students were given hypothetical incomes, credit scores and expenses, then challenged to balance a budget and meet monthly obligations, a hands-on lesson in the realities of financial stability.

A community resource fair rounded out the day, connecting participants directly with financial experts and local organizations. Three attendees also received $1,500 each toward rent or mortgage payments, offering immediate relief while underscoring the event's broader goal: financial stability and empowerment for Jacksonville families.

"Affordability is everyone's top concern right now, so I'm grateful to partner with VyStar and It's My Money to help Jacksonville residents," said Mayor Donna Deegan. "Empowering families to take control of their finances is how we build a stronger, more prosperous city. My administration is laser focused on making life more affordable in Jacksonville, so events like Financial Fitness Day really make a difference."

Financial Fitness Day builds on VyStar's broader commitment to the communities it serves, offering educational programs and resources that help residents make informed financial decisions year-round. This event extended that mission by bringing trusted community partners and financial experts together in one accessible space.

"At VyStar, we believe financial education can change lives," said Dana Karzan, VyStar Chief Marketing Officer. "Whether someone is paying down debt, saving for the future or working toward homeownership, access to the right tools and guidance can make all the difference."

Together, the City of Jacksonville, VyStar Credit Union and It's My Money remain committed to expanding access to financial education and equipping residents with the tools to build stronger financial futures.

For more information about VyStar's financial tools and resources and to read *The State of Financial Stability in the Southeast*, *presented by VyStar and TransUnion* go to vystarcu.org.

About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 80 full-service branches across Florida and Georgia, more than 1 million members and assets of over $14 billion. VyStar is a major employer in the region with over 2,200 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, as well as past and present military members and their families all over the world. Members benefit from convenient access to over 55,000 surcharge free ATMs worldwide. VyStar has earned national recognition from Time Magazine, Fortune, USA Today and Forbes for excellence in financial services, innovation and customer service, reflecting its commitment to delivering value and exceptional experiences to members. For more information, visit vystarcu.org, and follow us on Facebook, Instagram, X (Twitter), and LinkedIn.

About the City of Jacksonville

The City of Jacksonville is the largest city by land mass in the contiguous United States, serving more than one million residents. City of Jacksonville leadership includes Mayor Donna Deegan and a 19 member City Council led by President Nick Howland. To learn more, visit jacksonville.gov.