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FOR IMMEDIATE RELEASE

Mayor Curry and VyStar Propose Partnership for Veterans Memorial Arena Naming Rights

Jacksonville, Florida, February 7, 2019 – Mayor Lenny Curry and Brian E. Wolfburg, President/CEO of VyStar Credit Union, announced that a naming rights agreement has been reached between VyStar and the City of Jacksonville for the Jacksonville Veterans Memorial Arena—a first for the arena. Legislation to enact the agreement has been filed and sent to the Jacksonville City Council. Pending City Council approval, the arena will be known as VyStar Veterans Memorial Arena.

“In coordination with veteran leaders, my staff and VyStar, we have an agreement that is good for taxpayers and at the same time creates new program funding for veterans in our city,” said Mayor Curry. “This is a win for everyone involved, and I will work with the City Council to earn their approval.”

Brian Wolfburg says, “VyStar is honored to have its name alongside that of our brave veterans on the arena. Both of our missions, to serve and recognize our great military, could not be more aligned. Based on VyStar’s deep roots in the military community, past and present, we can’t imagine a more suitable naming partnership.”

In addition, the naming rights agreement provides for several Veteran support initiatives—including a concessions donation program, which will allow arena patrons to make donations to an approved veteran program when making a purchase at the arena’s concessions stands, which will be matched by VyStar. Other initiatives include a veteran memorial, as well as discounts for veterans and VyStar members on concessions, tickets and parking. Veterans will also be included in ticket presale opportunities, making it possible for them to purchase tickets ahead of the public, along with a quarterly veteran lunch or breakfast that will be hosted by VyStar at the arena.

Formerly known as Jax Navy Federal Credit Union, VyStar was chartered in 1952 at Naval Air Station Jacksonville (NAS Jax) to provide civil service and military employees and their families a safe place to save and borrow money. It wasn’t until 2002 that Jax Navy Federal opened membership to the five-county area—including Duval, Clay, Nassau, St. Johns and Baker counties—and changed its name to VyStar Credit Union.

VyStar’s support of the military is ongoing and includes many military-focused events, charities and initiatives each year. One example is the USO PathfinderSM Transition Service Center located inside VyStar’s NAS Jax branch. VyStar provided the space and fully funded the buildout of the new center, which is the very first of its kind in Jacksonville—and in Florida. This new facility serves as a resource for service members who need assistance when transitioning out of the military and into civilian life. VyStar has provided longstanding sponsorship of Military Appreciation Luncheons in Duval and Clay counties, as well as the annual Military Appreciation Night at Adventure Landing.

For more information about VyStar Credit Union, their military history and ongoing support of the military community, please visit www.vystarcu.org/MilitarySupport.

VyStar Credit Union is the largest credit union headquartered in Northeast Florida. VyStar now serves over 640,000 members, with assets totaling more than \$8.2 billion. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida and the Southeast Georgia counties of Camden, Charlton, Glynn and Ware.
