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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Continues Growth in Florida With Opening of First Branch in Lake Nona**

**Jacksonville, FL** — VyStar Credit Union is proud to announce its Lake Nona location is now open at 12251 Narcoossee Road in Orlando, Florida. This is VyStar's fourth full-service branch in Orange County and 21<sup>st</sup> in the Central Florida region. The Orlando – Lake Nona Area branch features VyStar's innovative digital-forward design, which enhances how employees connect with members. This includes interactive touchscreen kiosks that provide helpful financial tools and allow members to quickly explore the latest products, services and rates.

“We’re excited to open our first branch in Lake Nona,” said VyStar SVP/Chief Retail Officer Brad Filbert. “The Orlando – Lake Nona Area branch is located in one of the fastest-growing communities in Orlando, known for its innovation and is home to some of the nation’s leading hospitals, research institutions, and health and life sciences companies.”

VyStar is dedicated to serving the Orlando area both through financial services and by giving back to the community. The credit union has local partnerships with the Orlando Economic Partnership, West Orange Chamber of Commerce, Dr. Phillips Center for the Performing Arts, Orange County Head Start, Central Florida Zoo & Botanical Gardens, Mennello Museum, Orlando City Youth Soccer program and more.

In support of its purpose to Do Good, VyStar partners with nonprofit organizations across the communities it serves. VyStar will make a \$5,000 donation to the Fisher House to celebrate the grand opening of the Orlando – Lake Nona Area branch at the ribbon cutting event on September 12. The branch team recently served home cooked meals to military and veteran families staying at Fisher House while their loved ones were in the VA medical centers.

“We’re thrilled to continue our growth in Central Florida,” said VyStar SVP/Florida Market President Lysa Barbano. “VyStar branches provide residents and businesses with best-in-class banking options, including free checking, great rates, access to early direct deposit, financial wellness education, and unbelievable member-centric service that epitomizes the unique value our credit union provides.”

Additionally, VyStar is proud to be the official credit union of the Orlando Magic and the Orlando Solar Bears. Through these and many other community partnerships, the credit union offers members in the region exclusive [VyStar Perks](#) and discounts.

“My team and I are eager to connect with the residents and businesses by giving back through our volunteer efforts,” said Orlando – Lake Nona Area Branch Vice President Rob Houston. “VyStar is more than just a financial institution. We are here to help our members on their financial journey from their first credit card or auto loan to buying a home and planning for retirement.”



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VyStar is further expanding its presence in Central Florida with a location in Hamlin scheduled to open Summer 2025. The credit union also has eight branches in Georgia with plans to open branches in Pooler, Kingsland and Valdosta next year.

To celebrate the grand opening, the community is invited to a ribbon cutting ceremony on September 12, 2024, at 10:30 a.m. Lobby and drive-thru hours for the Orlando – Lake Nona Area branch are Monday through Thursday, 9:00 a.m. to 5:00 p.m., and Friday, 9:00 a.m. to 6:00 p.m. [Learn more](#) about the Orlando - Lake Nona Area branch.

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*VyStar Credit Union is the second-largest credit union headquartered in Florida, with over 80 branches and now serves more than 975,000 members with assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,500 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, and past and present military members and their families all over the world. For more information, visit [vystarcu.org](http://vystarcu.org), and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).*

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