



VyStar
Credit Union



KENNESAW STATE
UNIVERSITY

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VyStar Credit Union and Kennesaw State University Announce Partnership and Arena Naming

KENNESAW, GA - The Kennesaw State University Athletics Association and VyStar Credit Union have announced a multi-year partnership that includes naming rights of the arena that houses the Owls basketball programs and women's volleyball team. The new VyStar Arena will serve as a symbol of shared values and a space where school pride, progress and connection come together.

The agreement, which is a long-term, mission-driven partnership designed to enhance the student experience, supports KSU Athletics and deepens community engagement, was approved earlier this summer by the Board of Regents of the University System of Georgia. The 10-year, \$4 million partnership supports Kennesaw State's continued rise in Division I athletics while also creating new opportunities for students and community interaction, including exclusive benefits for VyStar members

"We are excited to partner with VyStar in support of our university's mission," said Kathy S. Schwaig, Kennesaw State president. "This partnership will help KSU Athletics' capital campaign deliver state-of-the-art Division I facilities for our student athletes and reflects a shared commitment to advancing our institution, strengthening our athletic program, and creating new opportunities for our students to thrive."

The partnership extends both on and off the court through a wide range of meaningful engagements. Members of the community – including students, faculty, alumni, and VyStar members will benefit from exclusive ticket discounts for arena sporting events, including special offerings for military members and first responders.

Beyond gameday experiences, VyStar will champion student-focused initiatives, volunteer events and community impact opportunities. These efforts underscore a partnership that lives beyond the walls of the arena and will support students, build tradition, and connect VyStar's mission to moments that matter most in the KSU experience.

VyStar Arena is located within the KSU Convocation Center, which opened in 2005 and seats more than 3,800 people.

"This partnership reflects our commitment to enriching the lives of our members by investing in experiences that bring people together, said VyStar President/CEO Brian Wolfburg. "Whether it's through education, community, or shared moments in the arena, we're focused on creating meaningful opportunities that strengthen connections and enrich lives."

Since joining Conference USA in July 2024, Kennesaw State's basketball and volleyball teams have each won postseason tournament games. The men's basketball team earned a spot in March Madness in 2023 and is 36-8 at home over the last three seasons, while women's basketball has won 24 conference games during that span, including eight last year. Volleyball has advanced to its conference tournament semifinals in 10 straight seasons and is a two-time conference champion.



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“We are thrilled to partner on the VyStar Arena. This landmark naming reflects the soaring rise in Kennesaw State University,” Director of Athletics Milton Overton said. “With our competitive presence in Conference USA basketball and volleyball, record-setting attendance, and national viewership, this partnership with VyStar will shine on a grand scale both locally and nationally. I extend my deepest gratitude to everyone at KSU and VyStar who made this transformative moment possible. I look forward to Owl Nation making VyStar Arena one of the biggest home court advantages in the country.”

“Doing good is who we are,” said VyStar SVP/Georgia Market President Janean Armstrong. “Kennesaw State and VyStar are coming together with a shared belief – that when education, athletics, and community unite, students thrive, and lives change. Our partnership with Kennesaw State University’s Athletics Department and the development of VyStar Arena exemplify our commitment to investing in Georgia communities. As our footprint expands, so does our ability to do good for the people and places we’re proud to stand alongside. It’s a testament to our dedication to fostering growth, and opportunity across the state.”

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About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 78 full-service branches across Florida and Georgia, 1 million members and assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,300 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. VyStar members have access to 55,000 surcharge free ATMs worldwide. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).

About Kennesaw State Athletics

The Kennesaw State Department of Athletics sponsors 18 NCAA Division I programs, with 17 of those competing in Conference USA. KSU is in its second-year transitioning to the Football Bowl Subdivision. KSU football is the winningest startup program in college football history along with three conference titles and four NCAA playoff appearances. In 2023, men’s basketball won its first ASUN championship and showcased its talents nationwide in March Madness. In total, KSU has won 61 conference crowns at the Division I level, and its competition cheerleading squad has garnered eight national championships.

A leader in innovative teaching and learning, Kennesaw State University offers undergraduate, graduate and doctoral degrees to its more than 47,000 students. Kennesaw State is a member of the University System of Georgia with 11 academic colleges. The university’s vibrant campus culture, diverse population, strong global ties and entrepreneurial spirit draw students from throughout the country and the world. Kennesaw State is a Carnegie-designated doctoral research institution (R2), placing it among an elite group of only 7 percent of U.S. colleges and universities with an R1 or R2 status. For more information, visit kennesaw.edu.