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Contact: Sandy Baker, VP of Communications & Public
Relations bakers@vystarcu.org

FOR IMMEDIATE RELEASE

VyStar Holds Virtual Grand Opening for Flagship Branch in Jacksonville

[Click here](#) to watch VyStar Credit Union's first virtual grand opening.

Jacksonville, Florida — In a first-of-its-kind event for the organization, Brian E. Wolfburg, President/CEO of VyStar Credit Union, held a virtual grand opening for VyStar's branch at 76 S. Laura Street, Jacksonville, FL 32202. VyStar officials introduced the flagship branch, which features a forward-thinking design concept utilizing numerous digital capabilities, with a virtual ribbon cutting.

VyStar's newest branch is located on the first floor of the VyStar Tower and replaces the branch that was previously located in the Ed Ball Building at 214 N. Hogan St. "The Downtown Jacksonville branch brings forward a new design for VyStar as we go into the future," Wolfburg said. "It is important for us to keep up with changing times, to invest in our organization and to ensure our members have everything they need."

Among the available features at the Downtown Jacksonville branch are interactive touchscreen kiosks. The kiosks provide financial tools that allow members to quickly explore the latest products, services and rates. Members can also email pertinent information to themselves for future reference.

"Our mission is to help make our members more financially successful," said Chad Meadows, VyStar's Executive Vice President/COO. "By incorporating new technology in our branches, along with continuing to provide the best-in-class service that our members have grown to know and appreciate, we are able to help our members achieve financial success."

Said Joel Swanson, VyStar's Chief Member Experience Office: "When we talk about digital capabilities, it's common for people to think of them as replacing human interactions, but we are actually using technology to enhance our interactions."

Lobby hours are Monday through Friday, 9:00 a.m. to 5:00 p.m. Also, an indoor walk-up ATM is located just inside the VyStar Tower lobby and is available Monday through Friday, 6:30 a.m. to 6:00 p.m., and an outdoor walk-up ATM providing 24-hour is located nearby at 100 W. Bay St.

VyStar Credit Union is the largest credit union headquartered in Northeast Florida and now serves over 735,000 members, with assets totaling more than \$9.5 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.
