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FOR IMMEDIATE RELEASE

VyStar Credit Union Launches Interactive Financial Fitness Initiative

Boost Your Financial Know-How with our Quiz Challenge and a Chance to Win!

Jacksonville, Florida — At a time when many individuals and families are in need of educational financial resources, VyStar Credit Union announces the launch of VyStar Financial Fitness. VyStar Financial Fitness encompasses free financial education resources covering savings, budgeting, investing, credit and more. Coupled with these resources is the opportunity for personal financial coaching to develop a tailored plan for building a strong financial future. At the heart of the initiative is a commitment to creating an easily accessible pathway to strong financial health.

“VyStar is passionate about breaking down barriers to financial education,” said VyStar Chief Marketing Officer Dana Karzan. “We have provided financial guidance to our members for over 70 years, and now with the launch of Financial Fitness, we’re solidifying our commitment to comprehensive member support — both personal and digital — to provide innovative solutions in a way that best fits their needs.”

The journey to financial wellness begins at vystarcu.org/financialfitness, where individuals can take the VyStar Financial Fitness Quiz. The quiz asks about spending and saving habits, borrowing behaviors and long-term financial planning. In just minutes, participants receive a financial health score and gain immediate insight into their financial well-being across crucial categories. Participants are then guided to a selection of practical tools and resources designed to address their specific needs, from effective budgeting and smart savings strategies to understanding and improving credit scores.

By simply completing the Financial Fitness Quiz, participants are automatically entered to win \$4,500*, a substantial boost for savings or investment goals. “We’re adding an exciting incentive to begin the journey toward stronger financial health and a better future,” Karzan said. “In today’s environment, it’s more apparent than ever that our financial health directly impacts our overall well-being, and we want to encourage our members to develop long-term confidence in their financial wellness.”

To learn more about how VyStar Financial Fitness can transform your tomorrow and to take the Financial Fitness Quiz with a chance to win \$4,500*, visit vystarcu.org/financialfitness.

*NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN THE VYSTAR FINANCIAL FITNESS GIVEAWAY 2024. Open only to legal Florida and Georgia residents who are 18 years or older as of February 5, 2024. It begins on February 5, 2024, and ends on March 31, 2024. Sweepstakes subject to complete Official Rules, available at info4.vystarcu.org/financial-fitness-rules-2024. SPONSOR: VyStar Credit union. Void where prohibited.

VyStar Credit Union is the second-largest credit union headquartered in Florida, with 75 branches and now serves more than 925,000 members with assets of over \$13.5 billion. VyStar is the largest mortgage lender in Northeast Florida and a major employer in the region with over 2,000 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, and follow us on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).
