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VyStar Credit Union and Kennesaw State University Help Fans Turn Everyday Moments into Owl Pride

New KSU Owls debit card connects students, alumni and fans to exclusive experiences, perks and community impact

KENNESAW, Ga. - VyStar Credit Union and the Kennesaw State University Athletics Association announced the launch of the **co-branded Kennesaw State Owls debit card**, giving students, alumni and fans a new way to carry their Owl pride into everyday life while unlocking exclusive experiences and deeper connections to the university community.

The new debit card reflects VyStar and Kennesaw State's shared commitment to community, connection, and engagement. From campus traditions and game days to everyday purchases, cardholders can showcase their KSU spirit while gaining access to special offers, fan experiences and year-round benefits tied to KSU Athletics.

Designed to celebrate the passion and pride of Owl Nation, the card is the latest addition to VyStar's growing lineup of collegiate and community-focused debit card partnerships that help members connect with the schools, teams and organizations that matter most to them.

"The Kennesaw State Owls debit card gives students, alumni and fans a new way to celebrate their connection to KSU while enjoying the convenience and value of a VyStar checking account," said Dana Karzan, Chief Marketing Officer, VyStar Credit Union. "As we continue to grow our relationship with Kennesaw State, we're excited to offer members exclusive experiences and everyday benefits that bring them closer to the university and the Owl community."

As part of the program, cardholders will have access to exclusive perks, including:

- **Ticket discounts:** \$2 off regularly priced tickets to KSU Owls home men's basketball games
- **Merchandise savings:** \$10 off when cardholders spend \$30 or more at the [KSU Owls online store](#)
- **Fan experiences and special offers** throughout the year

The new debit card builds on VyStar's broader partnership with Kennesaw State University Athletics, including VyStar Arena at the KSU Convocation Center, and creates another way for students, alumni and fans to connect with the Owl Nation.

"Our partnership with VyStar deepens the connection between our community and our athletic programs. This card makes it easy for our students, alumni and fans to show their pride every day while supporting the mission and growth of Kennesaw State Athletics," said Milton Overton, Kennesaw State University Director of



Athletics. “We're grateful for VyStar's continued commitment to KSU and look forward to the experiences and opportunities this collaboration will bring to our community.”

Beyond athletics, the partnership reflects a shared commitment to supporting students, strengthening community connections, and expanding opportunities across the Kennesaw State community. Together, VyStar and KSU continue to collaborate on initiatives that promote education, engagement and financial empowerment both on campus and beyond.

The Kennesaw State Owls debit card is available with a VyStar checking account to current members and those eligible to join. In addition to exclusive KSU perks and experiences, members benefit from convenient banking tools and resources that help them manage their financial lives with confidence. To learn more or open an account, visit vystarcu.org/perks, stop by a VyStar branch or schedule an appointment at vystarcu.org/locations.

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About VyStar Credit Union

VyStar Credit Union is the 18th-largest credit union in the United States, with 79 full-service branches across Georgia and Florida, more than 1 million members and assets of over \$14 billion. VyStar is 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 29 Georgia counties, the 49 contiguous counties of Central to North Florida, as well as past and present military members and their families all over the world. Members benefit from convenient access to over 55,000 surcharge free ATMs worldwide. VyStar has earned national recognition from Time Magazine, Fortune, USA Today and Forbes for excellence in financial services, innovation and customer service, reflecting its commitment to delivering value and exceptional experiences to members. 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 had a banner year with three CUSA titles in 2025-26 with championships in football, men's basketball, and women's indoor track and field. KSU football is the winningest startup program in college football history along with four conference titles, four NCAA playoff appearances, and last year made its first bowl berth. KSU men's basketball has played in March Madness twice in the last four seasons and is 49-11 inside VyStar Arena in that span. In total, KSU has won 66 conference crowns at the Division 1 level, and its competition cheerleading squad has garnered eight national championships.