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FOR IMMEDIATE RELEASE

VyStar Credit Union Announces Partnership with Enmarket Arena for Charitable Giving Initiative

Savannah, Georgia - VyStar Credit Union and Enmarket Arena announce a new charitable partnership to support local nonprofit organizations in their vital work. The partnership will utilize a one-dollar point-of-sale (POS) initiative that encourages arena guests to make donations within the VyStar Club. VyStar will then match the donations up to \$20,000 per year, making a significant contribution to the chosen nonprofit organizations.

In 2023, donations collected through the POS will be shared between Folds of Honor and Over The Moon Diaper Bank. Folds of Honor provides educational scholarships to families of fallen or disabled military service members and first responders. "We are grateful to VyStar and Enmarket Arena's guests for providing funds for life-changing academic scholarships," said Folds of Honor Founder/CEO Lieutenant Colonel Dan Rooney.

Over The Moon Diaper Bank provides diapers free of charge to individuals and partner organizations in Savannah and Coastal Georgia. "With nearly half of U.S. families experiencing diaper needs and a situation amplified by the over 20% increase in diaper prices since the pandemic's start, the partnership with VyStar and Enmarket Arena will allow us to continue providing essential support to those in need," said Over The Moon Diaper Bank Founder/Executive Director Katie Griffith.

This new partnership will raise awareness of the charitable giving needs of the local community and provide an opportunity for arena guests to make a difference. "We are proud to partner with Enmarket Arena to launch this exciting initiative," said VyStar Chief Marketing Officer, Dana Karzan. "By making it easy for the community to donate and matching up to \$20,000 annually of donations within the VyStar Club, together we can do good supporting Savannah area local nonprofits providing critical resources to those in need. Enmarket Arena hosts a variety of events in the Greater Savannah and Coastal Georgia region. "We are excited to join forces with our partner VyStar Credit Union and launch this charitable initiative at our arena to support local nonprofits in our community," said Monty Jones Jr., General Manager, Enmarket Arena. "At OVG and Enmarket Arena, giving back to those that support us in all that we do is most important to us, to enrich the lives of those in Savannah, and this is a great way to do that. We encourage folks who are seated within the VyStar Club to donate just \$1 during their purchase process to give back to great local organizations."

Under the partnership, funds donated by arena guests will be redirected to VyStar Foundation. VyStar Credit Union will match those funds up to \$20,000. The chosen nonprofits will receive a check from VyStar Foundation, allowing them to utilize the funds to deliver their essential services.

VyStar continues to expand its credit union services and community reach in Georgia. Its Savannah and Brunswick and the Stockbridge branch in Metro Atlanta recently opened. It will be followed by additional branches in Marietta, Johns Creek, Smyrna, and Norcross in early 2024.

VyStar Credit Union is the second-largest credit union headquartered in Florida and now serves more than 900,000 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](#).
