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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Launches “When in Doubt, Just Reach Out.” Campaign to Partner with Members for Fraud Prevention**

**JACKSONVILLE, FL** — VyStar Credit Union launches its “When in Doubt, Just Reach Out.” fraud-prevention campaign during International Fraud Awareness Week. This member-focused initiative strengthens VyStar’s partnership with members by giving them easy to use tools, and clear guidance to identify fraud and find help when something feels suspicious.

The message is simple, direct and action-oriented. If something doesn’t feel right whether it’s a phone call, text message, email, online seller or payment request, members should question the situation and protect themselves by reaching out.

“At VyStar, fraud prevention is something we do with our members,” said VyStar EVP and COO Chad Meadows. “This campaign is built around partnership. We monitor accounts, invest in advanced fraud-prevention tools and provide education, while members play a critical role in staying alert and reaching out when something doesn’t feel right. ‘When in doubt, just reach out.’ isn’t just a tagline, it’s a call to action. If you’re ever unsure, we are here.”

The campaign highlights the shared responsibility of preventing fraud. VyStar actively monitors and protects accounts around the clock, uses industry-leading security tools and will never call, text or email members for sensitive information such as one-time passcodes, card numbers, account credentials or security answers. Members can strengthen that protection by recognizing common scam tactics, avoiding pressure-based requests and calling or visiting VyStar directly before acting. This partnership approach helps reduce losses, protect identities and keep members confident and in control of their finances.

Members can test their knowledge by taking the [Fraud Fighter Quiz](#) as well as visit VyStar’s [Fraud Protection Hub](#) for tips, common scam red flags, reporting steps and best practices for keeping their account secure, as well as hear the most recent [VyCast](#) episode focused on the latest scams and how to identify them.

Fraud attempts occur year-round and increase during the holiday shopping season. The “When in Doubt, Just Reach Out.” campaign will continue beyond International Fraud Awareness Week and the holiday season with ongoing education, digital resources, social media content and member-first support.

Members who have questions or want to report suspicious activity are encouraged to contact VyStar directly at 904-777-6000.

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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*



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all over the world. VyStar members have access to 55,000 surcharge free ATMs worldwide. For more information, visit [vystarcu.org](http://vystarcu.org), and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).