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**FOR IMMEDIATE RELEASE**

## **VyStar Credit Union Opens First Branch in Smyrna Continuing Growth and Economic Impact in Georgia**

**Jacksonville, Florida** — VyStar Credit Union is proud to announce its Smyrna location is now open at 4575 S. Cobb Drive in Smyrna, Georgia. This is VyStar's third full-service branch in Metro Atlanta and joins branches in Stockbridge and Suwanee. The Smyrna branch features VyStar's innovative digital-forward design, which enhances how employees connect with members. This includes interactive touchscreen kiosks that provide helpful financial tools and allow members to quickly explore the latest products, services, and rates.

"We're excited to open our Smyrna branch and expand the credit union's presence in Metro Atlanta," said VyStar EVP/Chief Operations Officer Chad Meadows. "VyStar's first branch in Cobb County will provide residents and business owners with access to great rates, early direct deposit, financial wellness education through VyStar's Financial Fitness, rewards on credit cards, and member-centric service that only a credit union can provide."

In support of its purpose to Do Good, VyStar works with nonprofit organizations across the communities it serves. VyStar will make a \$5,000 donation to H.E.R.O. for Children to celebrate the Smyrna branch grand opening and ribbon cutting event in April. VyStar also supports Lift Up Atlanta, Support Smyrna, Frontline Housing Inc., Junior Achievement of Georgia, and the James M. Dixon Foundation for Alzheimer's Research and Support.

VyStar is a proud partner of Stockbridge Amphitheater, also known as "The Bridge," which has over 3,600 seats and brings popular performing artists of all genres to Stockbridge. VyStar is also a member of The Georgia Chamber of Commerce to engage with and support area businesses. Through these community partnerships, the credit union offers members in the region exclusive [VyStar Perks](#) and discounts in addition to the best-in-class financial services.

"We are honored to open the first VyStar branch in one of the fastest growing cities in the state," said Smyrna Branch Vice President Jalisa Hicks. "The Smyrna branch team is excited to build relationships with local residents and area businesses and provide them with exceptional financial products and services along with personalized service. Smyrna residents will also benefit from our purpose to Do Good and build better, stronger communities for everyone."

VyStar has five other locations in Georgia: Suwanee, Stockbridge, Brunswick, Savannah and Thomasville, with plans to open additional branches in Marietta, Peachtree Corners and Pooler in 2024. The credit union is also expanding its services in Florida with a third branch in Tallahassee in May and the first branch in Narcoossee this August.

Lobby hours and Drive-thru hours for the Smyrna branch are Monday through Thursday, 9:00 a.m. to 5:00 p.m. and Friday, 9:00 a.m. to 6:00 p.m.



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To celebrate the grand opening, the community is invited to a ribbon cutting ceremony on April 18, 2024 at 10 a.m. [Learn more](#) about the Smyrna branch.

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*VyStar Credit Union is the second-largest credit union headquartered in Florida, with over 80 branches and now serves more than 975,000 members with assets of over \$14 billion. VyStar is the largest mortgage lender in Northeast Florida and a major employer in the region with over 2,500 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](http://vystarcu.org), and follow us on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).*

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