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## Freedom First Welcomes Ryan Applegate as VP Retail

**May 4, 2021 (Roanoke, VA)** — Ryan started at Freedom First in April 2021 as Vice President Retail. In his new role, he manages the Downtown branch, with a focus on Small Business members.

Ryan is originally from the Roanoke Valley and has been working in the banking industry for over 10 years. “During my banking career, I always enjoyed giving back and providing financial education to our community. I feel that Freedom First is the right place for me to continue this because they already have successful programs and resources in place that help a lot of families and businesses get to where they want to be personally and financially.”

Ryan is excited to begin creating new relationships with Freedom First members. “I believe that Freedom First truly has something that can help any individual or business, no matter what their financial background is. Whether you need help planning for retirement, starting a new business, or rebuilding your credit to buy your first home, Freedom First has the people and resources in place to help you achieve your goal!”

Ryan and his wife Tori enjoy playing outside with their three girls and two dachshunds, Pickle and Pete. He also enjoys playing a round of golf and watching the New York Yankees and Miami Dolphins.

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**ABOUT FREEDOM FIRST CREDIT UNION:** Freedom First Credit Union is the largest member owned, Community Development Financial Institution in Southwest Virginia. Founded in 1956, Freedom First has grown to over 50,000 members, assets of over \$800 million, and 10 branch locations in the Roanoke and New River Valleys. Freedom First members benefit from competitive rates, secure and convenient technology, and the knowledge that their money is being reinvested in their community. For more information, please visit [www.freedomfirst.com](http://www.freedomfirst.com)