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Freedom First Purchases Building in Downtown Roanoke to Serve as its Future Headquarters

August 31, 2021 (Roanoke, VA) — Freedom First has purchased the Elmwood Building located at 207 Bullitt Ave SE in Roanoke’s downtown historic district to serve as its future corporate headquarters.

"Our continued growth has made it possible to purchase this terrific property where we will one day consolidate many of our business units into one location," said President and CEO Paul Phillips about the purchase. "One of our focus areas is providing loan capital to commercial developers who transform old buildings into community assets. So, it seems only fitting that our headquarters would be located in just such a building, with its timber framing, exposed brick, original floors and a blend of modern amenities, it's a truly beautiful building that our team members will enjoy."

Built in 1919, the Elmwood Building has been used by a hardware store, furniture warehouse, Meridium, Inc., and most recently GE Digital. Consisting of four floors and approximately 46,500 square feet, the building will continue to house GE Digital on three floors with Freedom First’s administrative offices occupying the fourth floor. As more space becomes available in the building, Freedom First will move employees into those areas.

Freedom First is excited to invest even more capital and economic activity into Downtown Roanoke with the relocation of the headquarters to an Enterprise Zone. It also brings the credit union closer to the active community partners, local businesses, and members that have helped us grow over the past 65 years.

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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 57,000 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