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## Freedom First Opens New Branch in Bonsack Area of Roanoke – Now Financial with the Most Branches in the Area

**March 2022 (Roanoke, VA)** — Freedom First Credit Union opened their Bonsack location at 3565 Orange Ave NE in Roanoke to the public last week, making Freedom First the financial institution with the most branch locations in Roanoke.

“Our members have been asking us for a Bonsack location for a while,” says President & CEO Paul Phillips. “We kept our eyes out for potential branch locations, and when the perfect location became available, we seized the opportunity.”

Freedom First has the highest-rated mobile app in the industry and its Freedom Stash™ Checking Account offers the highest Annual Percentage Yield in the Roanoke market. And now with this addition, Freedom First has more branches than any other financial institution in Roanoke, offering multiple valuable channels of convenience for those who prefer to conduct their business virtually or in person.

“We’re finding that, especially in a time of such isolation, our members are really grateful for any opportunity to meet with our bankers,” says Freedom First SVP of Retail Banking Shatenita Horton. “We renovated this branch to prioritize member and employee safety while also allowing for that personal touch that Freedom First is known for.”

Freedom First is also running a promotion for people who utilize the Bonsack branch in the first 45 days of its opening. Not only can members receive cash bonuses of \$50 for every checking account, credit card, or auto loan (that is not already financed through Freedom First), but they can also receive an additional \$50 when a friend or family member opens one of these account types with a referral card. Each specified account opened also equals one entry to win prizes *and* a \$10 donation to one of three local nonprofits of the member’s choice: New Freedom Farm, the Roanoke Valley SPCA, or REACH.

Freedom First Credit Union operates 11 full-service branches throughout the Roanoke & New River Valleys to serve members in Central and Southwest Virginia. The new headquarters is located on Bullitt Ave in the Elmwood Park area of Downtown Roanoke.

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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 \$850 million, and 11 branch locations in Central and Southwest Virginia. 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)