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Freedom First Surpasses \$100,000 in Play for Purpose Giving

December 11, 2023 (Roanoke, VA) — Freedom First Credit Union’s Play for Purpose program has officially surpassed \$100,000 in giving and continues to grow. We’ve partnered with both Virginia Tech and Liberty University to team up with their Football, Basketball (men’s and women’s), Baseball, and Softball programs for a unique community give-back initiative.

For every first down scored at Virginia Tech and Liberty University Football home games, we donate \$100 to a designated New River Valley and Lynchburg area non-profit. On the basketball court, every free throw made at home games means we donate \$50 to that game’s designated non-profit. And on the field, every home run during home games earns that game’s designated non-profit \$100.

Play for Purpose provides a great vehicle for Freedom First’s giving and much-needed attention to the non-profits working tirelessly to make an impact in our community. “Non-profits play a critical role in addressing unmet needs in our community and contributing to the economic vitality of our region,” said Paul Phillips, President/CEO of Freedom First Credit Union. “Anytime Freedom First can direct a portion of our collective resources to support the success of our non-profit partners while contributing to the health and vitality of our communities, we are putting our mission of ‘Helping People Prosper – Helping Communities Thrive’ into action.”

We invite you to join us for our first Play for Purpose basketball events of the season.

New River Valley Event

When: Monday, December 11 at 3:00pm

Where: Freedom First Prices Fork Branch – 2701 Prices Fork Rd, Blacksburg

Details: Virginia Tech Basketball athletes will present checks to our first non-profits of the season.

Lynchburg Event

When: Tuesday, December 12 at 3:00pm

Where: Freedom First Langhorne Branch – 2102 Langhorne Rd, Lynchburg

Details: Liberty University Basketball athletes will present checks to our first non-profits of the season.

For more information on Freedom First, visit www.freedomfirst.com.

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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 60,000 members, assets of over \$1 billion, and 13 branch locations in the Roanoke and New River Valleys and Greater Lynchburg. People living, working,



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worshipping, going to school, or contributing to a nonprofit in the Roanoke, New River, and Shenandoah Valleys or Greater Lynchburg are eligible for membership. 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.