



January 7, 2026

FOR IMMEDIATE RELEASE

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KTVAECU Supports Lakeway Area Community Wellness with Morristown Landing's KTVAECU Sprint Zone

MORRISTOWN, Tenn. – Morristown Landing Recreation and Events Center and Knoxville TVA Employees Credit Union announce a new partnership that includes a dedicated space within the Sports Courts Hanger and Indoor Track named the *KTVAECU Sprint Zone*.

The partnership allows both organizations to focus on service to the Morristown community, and provide a safe, inclusive environment for everyone. Updates to the KTVAECU Sprint Zone include new graphics throughout the indoor track and basketball courts, along with the addition of an ATM in the Morristown Landing lobby. The ATM is surcharge-free for KTVAECU members and any debit cards whose financial institution is a part of the Allpoint or Co-Op ATM Networks.

“People Helping People, Members Helping Members is our founding philosophy here at KTVAECU,” said Lynn Summers, President and CEO of Knoxville TVA Employees Credit Union. “We want this space to be one where people feel supported in their community for years to come.”

KTVAECU supports the Morristown community with four Lakeway area branch locations, and through event sponsorships and volunteer support for area organizations. Morristown Landing serves as a central hub for recreation, events, and community wellness. The new partnership provides an opportunity for both organizations to expand their service in Morristown.

“This partnership lets us continue to be there for our community in ways that matter,” said Andy Fischer, General Manager of Morristown Landing, “We’ll be able to show more support for those who need us and create a space that’s available to all.”

The KTVAECU Sprint Zone reveal, and ribbon cutting will take place at 10:30 AM on January 21, 2026, at 4355 Durham Landing, Morristown, TN.

The event is open to the public starting at 10:00 AM. Light refreshments and finger food will be served. Door prize and giveaways available while supplies last. Facility tours will be available after the Ribbon Cutting event and photos.

To learn more about Knoxville TVA Employees Credit Union’s community involvement, visit www.tvacreditunion.com/community.

About Knoxville TVA Employees Credit Union

Knoxville TVA Employees Credit Union is a not-for-profit, member-owned, and locally operated financial institution that serves East Tennessee. Membership is available to anyone who lives, works, worships, attends school, owns a business, or has eligible family in the following counties: Blount, Hamblen, Jefferson, Knox, Loudon, Roane, Sevier, Sullivan, and Johnson City. The Credit Union helps Members grow financially by offering checking, savings, and retirement accounts. KTVAECU Members have access to twenty-four (24) branch locations, online banking, a mobile app, and secure chat for 24/7 access to financial services.

About Morristown Landing

Morristown Landing, located in Morristown, Tennessee is the south’s newest premiere wellness, recreation, and events center. With 100,000 square feet of fitness, premium aquatics, recreation, and event space, Morristown Landing is a superior venue built to give members and visitors alike an experience like none other.

**People Helping People,
Members Helping Members.** 

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