



FOR IMMEDIATE RELEASE  
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**LAFCU invites Michigan artists to depict words of ‘Love & Equality’**

*Credit union to feature 10 pieces of art as reminders of what’s important;  
application deadline March 31*

LANSING, Mich. — LAFCU is inviting Michigan artists to create artwork that graphically depicts words of love and equality for a new art initiative aptly named Act with Love & Equality. The call for entry is open; deadline is March 31.

The initiative will provide public reminders about what is important in daily life by showcasing 10 winning designs on billboards and via digital channels, including LAFCU’s website and social media platforms.

“Acting with love and equality is important, especially now,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “We believe that as a credit union serving the financial needs of nearly 70,000 members, LAFCU has a responsibility to use its platform for good.

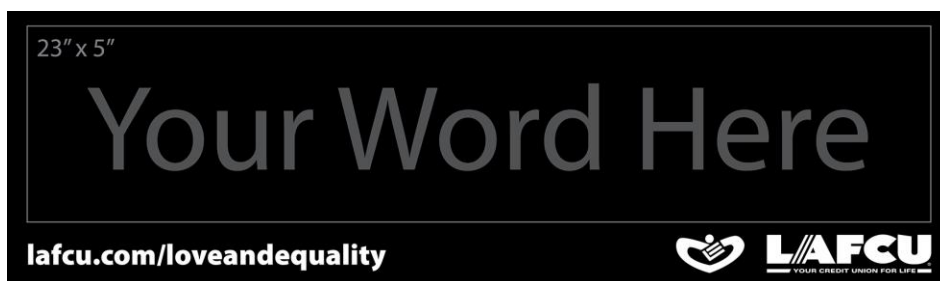
“We’re stronger as a community when we’re united. Love and equality will help pave the way for our unity and allow us to heal, to find peace, to have empathy for others, to hope, and to embrace others not just despite our differences, but because of our differences.”

Words from which artists can choose to graphically depict are:

- Love
- Humanity
- Change
- Peace
- Kind
- Empathy



The call for entry is open for LAFCU’s Act with Love & Equality art initiative that will feature artwork by Michigan residents.



LAFCU’s new art initiative uses singular words graphically interpreted by Michigan artists to promote love and equality.

- Unity
- Equal or One
- Hope
- Heal

Submissions can be a wide variety of fine art, including paintings, drawings, photography, sculpture, textile and quilting art, mixed media and digital media.

Information is at [www.lafcu.com/loveandequality](http://www.lafcu.com/loveandequality) where applications and artwork can be submitted.

The contest is open to Michigan residents. Those under 18 years of age can participate with permission of a parent or legal guardian. Applicants do not have to be members of LAFCU.

#### **About LAFCU**

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 68,000 members and holds over \$848 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit [www.lafcu.com](http://www.lafcu.com).

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