



FOR IMMEDIATE RELEASE  
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## **LAFCU connects reading, kids and players at Lansing Lugnuts' final game of season**

*Event hosted at Jackson Field as part of LAFCU's Listen & Learn program*



Lansing Lugnuts staff quiz children about “Who Got Game? Baseball: Amazing But True Stories!” as part of LAFCU’s Listen & Learn Program at Jackson Field. Participants received a copy of the book and a Quality Dairy coupon.

diversity officer. “This event demonstrated the impact of community partnerships and how reading and education can be fun and incorporated into everything – even baseball.”

The Michigan credit union partnered with the Lansing Lugnuts and Quality Dairy for the Sept. 11 event, which featured Lansing Lugnuts broadcaster Jesse Goldberg-Strassler and Lugnuts players reading excerpts from the 176-page children’s book, “Who Got Game? Baseball: Amazing But True Stories!,” written by Derrick Barnes.

LANSING, Mich. — Despite the fact that the Lansing Lugnuts’ final game of the season was cancelled due to heavy rain, LAFCU still had time to make an impact and get kids and their families excited about reading through its Listen & Learn program.

“The weather may not have cooperated for the game, but fans were still able to participate in LAFCU’s Listen & Learn Program,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief



Nine-year-old Clarriti Ream, a LAFCU Listen & Learn Program participant, received a complimentary book and Quality Dairy coupon at Jackson Field.



LAFCU’s chief marketing officer and chief diversity officer, Kelli Ellsworth Etchinson, welcomes Michael Ream and his three children, Emma Bradshaw, Tuck Ream and Clarriti Ream, of Mesick, Michigan to the LAFCU Listen & Learn event at Jackson Field.

“The featured book was fantastic because it highlighted interesting baseball stories and little-known facts, making the content fun and enjoyable for everyone,” said Tyler Parsons, Lansing Lugnuts general manager.

Lansing Lugnuts staff invited children to the baseball field to answer questions about the book. Eight children received prizes, including a copy of “Who Got Game? Baseball: Amazing But True Stories!” and a Quality Dairy coupon.

In response to the Covid-19 pandemic, LAFCU created the Listen & Learn Program to

provide a fun, new option for kids up to the age of 12 to learn, listen, read and interact. Recorded readings of children’s books are available on the credit union’s YouTube channel, <http://bit.ly/LAFCU-L-L>, and by phone, 517.622.6789. More information is at [www.lafcu.com/read](http://www.lafcu.com/read).

### **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 72,000 members and holds over \$950 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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