



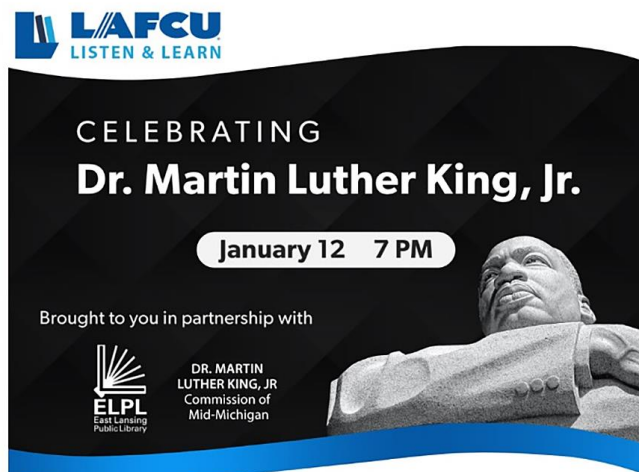
FOR IMMEDIATE RELEASE
Jan. 7, 2021

LAFCU presents virtual MLK celebration for kids Jan. 12

LANSING, Mich. — LAFCU is presenting a free, virtual, kids-focused celebration of Dr. Martin Luther King Jr., Tuesday, Jan. 12, 7 p.m.

Partners for this MLK celebration are East Lansing Public Library and Dr. Martin Luther King Jr. Commission of Mid-Michigan

The interactive event features a story time, youth reciting some of King’s quotes, performances by a dance troupe and violinist, and presentation of artwork by one of the winners of the MLK commission’s annual student art competition. Three \$20 eGift cards for a bookstore will be awarded. To register, visit www.lafcu.com/read.



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Marvin Scott III, 9, is one of the children who will recite a quote by Dr. Martin Luther King, Jr. during the LAFCU free, virtual MLK celebration.

The MLK celebration is part of the Michigan credit union’s Listen & Learn Program

designed to encourage reading through fun, interesting and informative ways that are especially directed to children up to age 12 years.

“LAFCU is presenting Listen & Learn events to help strengthen the communities we serve, as reading abilities are crucial for community success.” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “These events are designed to help encourage engaged reading

through topical themes and expanded learning, such as music, art and dance.”

The “LAFCU Listen & Learn: Celebrating Dr. Martin Luther King, Jr.” will showcase:

- Author and chair of the MLK commission Elaine Hardy, who will read a children’s book.
- Faith-based community dance troupe Worship Without Words.
- Student artist Eli Burch, 14, freshman, East Lansing High School.
- Michigan violinist Rodney Page, performing “Lift Every Voice and Sing,” often referred to as “The Black



A dance by the Worship Without Words troupe will help celebrate the legacy of Dr. Martin Luther King, Jr. and encourage engaged reading.

National Anthem” because of its deep history of Black pride that speaks to the universal human condition; originally written as a poem in 1899.

The event can be viewed on computers, tablets, smartphones and smart TVs. Registrants will receive a web link to participate. No software is required to be downloaded.

The LAFCU Listen & Learn Program also offers ongoing virtual readings of children’s books by phone and YouTube videos. Volunteer readers can register at <https://bit.ly/LAFCUVolunteers>

More information about the LAFCU Listen & Learn Program is at 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 more than 68,000 members and holds over \$835 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.

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