



FOR IMMEDIATE RELEASE
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Quality Dairy and LAFCU to host three udderly amazing ‘Spot the Savings’ events to celebrate ATM partnership
Events are free, open to public and offer prizes, activities



Quality Dairy CEO Ken Martin stands in front of a display of QD brand ice cream, holding one of the convenience store's signature products, French Onion Chip Dip. As part of a new ATM partnership with LAFCU, QD customers and LAFCU members will receive special discounts on QD items.

- Wednesday, Sept. 14 from 4 to 6 p.m. – 8512 West Saginaw Hwy., Lansing
- Thursday, Sept. 15 from 4 to 6 p.m. – 500 E. Saginaw St., Lansing

The public is also invited to attend a ribbon cutting ceremony Monday, Sept. 12 at 11:30 a.m. at the Quality Dairy store located at 5010 Dunckel Road, Lansing.

LANSING, Mich. – Quality Dairy and LAFCU, two of Greater Lansing’s most established businesses that surprisingly share a common cow history and have both been in business for 86 years, partnered in spring 2022 to add LAFCU ATMs in all 27 Quality Dairy stores.

Three ‘Spot the Savings’ events will take place at Quality Dairy stores between Sept. 12 and 15 to celebrate the partnership and provide exclusive offers to Quality Dairy patrons and LAFCU members. The events are free and open to the public.

- Monday, Sept. 12 from 11 a.m. to 1 p.m. – 5010 Dunckel Road, Lansing



LAFCU CEO Patrick Spyke poses with LAFF-E the Cow, the credit union's mascot, in front of a LAFCU ATM. Both will be at the 11:30 a.m. ribbon cutting ceremony at Quality Dairy Monday, Sept. 12.

“We’re thrilled to host these events in collaboration with Quality Dairy to celebrate and raise awareness of this incredible partnership, which provides LAFCU members safe, easy and convenient access to their money when and where it is needed,” said Patrick Spyke, CEO, LAFCU. “The addition of 27 ATMs in Quality Dairy stores doubles LAFCU’s ATMs/ITMs, giving members more access than ever before. It also helps LAFCU reach and serve a much broader audience.”

The ‘Spot the Savings’ events will feature live radio remotes, promotions and fun activities, including complimentary cookies, QD gift cards, cow bank giveaways, and 50% off QD cider and access to a cash grab machine filled with \$500 for individuals who use an in-store ATM.

Special appearances will be made by LAFCU’s mascot, LAFF-E the Cow as well as a ginormous QD cow. Quality Dairy loyalty cards for LAFCU members will also be available, offering a 5-cent per gallon discount on gasoline at seven QD locations where fuel is sold.

“We want to invite everyone to attend these fun events on Sept. 12, 14 and 15 at select Quality Dairy stores to learn more about the fantastic partnership between Quality Dairy and LAFCU, but most importantly, have fun, win some free stuff and receive special discounts,” said Ken Martin, Quality Dairy CEO.

About Quality Dairy

Quality Dairy Company was founded in 1936 by Gregory J. Martin and Harvey Mack, with the first store located at 1406 S. Washington Ave., Lansing, Michigan. Although many years have passed since opening that first location, Quality Dairy still aims to provide the freshest dairy and baked goods for its customers.

There are 27 Quality Dairy Store locations throughout Greater Lansing. All sell beer and wine, and 16 locations sell packaged liquor. Seven locations offer Exxon Mobil gasoline, and six stores have laundromats. Quality Dairy also operates QD Central — QD’s production and distribution hub for all QD freshly made bakery, deli and dairy products.

The Quality Dairy team is proud to have been part of the Lansing community for over 86 years and looks forward to growing the company alongside Greater Lansing for many years to come. More information is at www.qualitydairy.com.

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.

Please note: *The credit union's legal name is simply LAFCU. It is pronounced laugh-cue. The letters no longer represent an abbreviation of a former longer name.*

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