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July 30, 2024

LAFCU's DEI internal communication initiative wins international award

Michigan credit union wins Stevie® Award for comprehensive diversity, equity and inclusion program

LANSING, Mich. — LAFCU was selected from over 1,600 submissions worldwide and honored in New York City with a Bronze Stevie® Award in the Communications or PR Campaign of the Year - Diversity, Equity & Inclusion category for its four-week, diversity, equity and inclusion internal communications campaign.

The initiative aimed to inform and engage LAFCU staff about its DEI program and used tactics such as eblasts, videos, interactive activities, giveaways, and quizzes to communicate important information and

encourage participation.

"At LAFCU, we are deeply dedicated to carrying out the essential work related to diversity, equity, and inclusion that is required to consistently make a significant impact and have a lasting effect on our organization, employees, members and beyond," said Kelli Ellsworth Etchison, chief marketing officer and chief diversity officer at LAFCU. "We are incredibly honored and proud to have our work acknowledged, especially in an international arena. We're dedicated to continuing and enhancing our DEI effort because it captures the essence of our organization, the amazing diversity of the areas we serve, and LAFCU's 74,000 members."



Michigan-based credit union, LAFCU was chosen from over 1,600 entries worldwide and honored with a Stevie® Award in New York City for its four-week international communications campaign focused on diversity, equity and inclusion.

LAFCU was the only organization in the United States that was honored in the Communications or PR Campaign of the Year – Diversity, Equity & Inclusion category. The Michigan-based credit union was recognized alongside The Audacious Agency in Queensland, Australia (Gold Stevie® winner) and Diageo Bar Academy in London, United Kingdom (Bronze Stevie® winner).



LAFCU formed an employee-driven DEI Committee, which helped craft the award-winning, four-week internal communications campaign designed to increase participation, raise awareness throughout the organization and educate staff about the importance of DEI.

Campaign strategy and execution, as well as video production, were provided by Okemos, Michigan-based marketing communications firm, Publicom Inc.

The Stevie® Awards received over 1,600 submissions for categories ranging from individual achievements like Executive and Entrepreneur of the Year to organizational distinctions. Nominations were selected as Gold, Silver and Bronze Stevie® Award winners by the average scores of more than 200 professionals worldwide on six juries.

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 74,000 members and holds over \$1 billion in assets. Named a Best Credit Union to Work For, 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, visit www.lafcu.com.

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