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Reimagined LAFCU Letters earn Gold and Silver MAC Awards

Giant community ambassadors continue to inspire

LANSING, Mich. — LAFCU’s giant letters have won the prestigious 2017 MAC Gold Award for Outdoor Advertising and the MAC Silver Award for Community Engagement, the first year for the category, presented by the Marketing Association of Credit Unions at its 2017 MAC conference in Austin, Texas, June 1.

The six-foot-tall LAFCU letters, which cumulatively span 35 feet, are displayed at LAFCU-sponsored community events to engage the public.

The letters were created to serve as friendly ambassadors, reinforcing the credit union’s name change from Lansing Automakers Federal Credit Union to LAFCU. In 2016, they were



Kids are drawn to the playful, giant-sized LAFCU letters at community events.



Alyssa Sliger, LAFCU Marketing and Communications Specialist, accepts the marketing awards from the Marketing Association of Credit Unions.

“reimagined” by Michigan artists to portray their vision of art, growth and community.

“The LAFCU letters represent LAFCU and our fun, creative communities,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing. “We are honored by the national recognition and thank the artists who shared their incredible talent. We look forward to bringing the letters to more events throughout the communities we serve.”

The artists who each reimagined a letter are Derek Allmendinger, Sam “Samskee” DeBourbon and Brian Whitfield of Lansing; Laura Gajewski, of Portland; and Jeremy Coats, of Kalamazoo.

LAFCU worked with Harvest Creative Services, Lansing, to conceive the letters.

In the MAC Awards competition, the LAFCU letters competed against entries from credit unions across the country. Each entry was evaluated based on objectives, target audience, strategy and competitive factors. Points were given for results, creativity and planning. Judges were marketing, advertising, media and social media experts from both inside and outside the financial industry.

The Marketing Association of Credit Unions was started in 1986 by a group of credit union marketers and business partners who joined together to exchange ideas, build relationships and foster professional development.

About LAFCU

Chartered in 1936, LAFCU is proud to be mid-Michigan's credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves nearly 60,000 members, holds more than \$600 million in assets, and maintains nine locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU, please call 517.622.6600 or find us online:

- Website: www.lafcu.com
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