



FOR IMMEDIATE RELEASE

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IMPORTANT: 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 The letters no longer represent an abbreviation of a former longer name.

LAFCU wins national award for Shields Up! Phase Two in SIAA competition

LANSING, Mich. — LAFCU has won a national award in the 22nd Annual Service Industry Advertising Awards (SIAA) competition for the second phase of its Shields Up! campaign, which educated employees about fraud and loss prevention.

The campaign was recognized for excellence in marketing and communication. Phase Two of the campaign featured LAFCU's own Fraud Fighters in weekly eblasts and videos, with information about loss prevention and fraud topics to help employees identify and combat 'bad actors.'

"LAFCU is committed to empowering its employees with the knowledge and tools they need to defend against fraud," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. "This award is a wonderful recognition of our dedication to protecting both our members and the organization through innovative and engaging internal communication campaigns."

The winning entry was created in partnership with Publicom, Inc., a full-service marketing communications firm.

Over 1,000 entries were submitted for this year's SIAA competition, which recognizes service industry advertising excellence. A panel of judges reviewed each entry based on execution, creativity, quality, consumer appeal and overall breakthrough content.

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses.



LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. Honored as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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