



FOR IMMEDIATE RELEASE  
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### LAFCU earns 3 national marketing awards

LANSING, Mich. — Two LAFCU programs have been recognized in the 19th Annual Service Industry Advertising Awards competition, one earning awards in two categories. Both programs earned a Gold award, the highest in the category.

The categories and winning

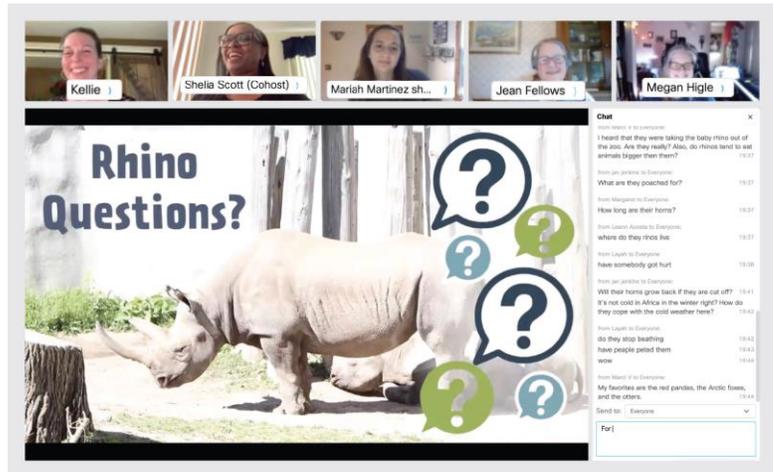
LAFCU programs are:

- Total Public Relations Campaign category
  - Gold — LAFCU Listen & Learn Program
  - Silver — LAFCU Act with Love & Equality Art Initiative
- Equality & Diversity category
  - Gold — LAFCU Act with Love & Equality Art Initiative

“These unique programs have community outreach and support in common,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “One was born out of the pandemic and the need to help children develop good reading habits



The word “Heal,” created by Michael Holcomb, Laura Dixon and Lisa O’Connor, is one of 10 “healing words” displayed on billboards across Michigan during 2021 in the LAFCU Act with Love & Equality Art Initiative.



During the live May 2021 LAFCU Listen & Learn Zoo Animals, viewers ask questions of representatives from LAFCU; Grand Ledge Area District Library; Potter Park Zoo, Lansing; and Lansing Children’s Choir.

even when they could not physically be in school. The other initiative sprung from racial tensions and unrest surrounding the murder of George Floyd and others.

“We share these awards with many incredibly talented people and community-minded organizations and businesses that joined our effort to positively impact the people of Michigan.”

The SIAA competition recognizes advertising excellence of service industry providers. Of the more than 1,200 entries, about 12 percent earned Gold awards. Judges reviewed entries for execution, creativity, quality, consumer appeal and overall breakthrough content.

Both programs were supported by strategic public relations campaigns that included member communications materials created by LAFCU and extensive media coverage garnered through a partnership with Publicom Inc., Okemos.

### **More about the programs:**

**LAFCU Listen & Learn Program** is a virtual reading program created to support kids, age 12 and under, and their parents following the shift by schools from in-person to virtual classes.

The ongoing program encourages reading in fun, interesting and informative ways through live, interactive, online events, each about 30 minutes in length. LAFCU produced the events in-house in partnership with community organizations, groups and businesses, such as libraries, schools, a zoo, a science museum, a dance troupe, a beekeeping business and a reindeer farm.

Recorded versions are on LAFCU’s YouTube channel at <https://bit.ly/LAFCU-L-L>, along with additional readings of children’s books promoted during the live events. The additional readings are also accessible via phone.

**LAFCU Act with Love & Equality Art Initiative** is designed to make healing and empathy top-of-mind following the turbulence of 2020 — the pandemic, politics, calls for social justice.

A call for artistic depictions of 10 “healing” words resulted in 10 powerful pieces of artwork. They have been displayed on billboards across the state — pro bono by three billboard companies — and on digital platforms to spark reflection and conversation, and as a 24/7 reminder of what’s truly important in life. Several organizations, including the Lansing Lugnuts and Eaton Theatre, also shared the images on their platforms. The art can be viewed at [www.lafcu.com/art](http://www.lafcu.com/art).

### **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 69,000 members and holds nearly \$938 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](http://www.lafcu.com).

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LAFUCU Act with Love & Equity Art Initiative  
Winning artwork



