



FOR IMMEDIATE RELEASE

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LAFCU hosts Laff-e & Friends kickoff event at Jackson Field to encourage youth saving, foster financial literacy

Michigan credit union offers \$200 giveaway as incentive until Aug. 12 to open new youth savings account



LAFCU staff pose for a quick photo July 9 before going on Jackson Field to help hundreds of young participants through six stations featuring games related to savings and financial education.

LANSING, Mich. — LAFCU hosted a fun and interactive event at Jackson Field after a recent Lansing Lugnuts game to kick off its new youth savings program, ‘Laff-e & Friends.’ LAFCU’s mascot, Laff-e the Cow, now has friends Patty the Chicken, Pig E. the Pig, Bucky the Horse, and Rascal the Rat, to help teach kids in Michigan all about savings and financial education.

“It was incredibly rewarding to witness hundreds of local kids having fun while learning about money and the importance of saving during the kickoff event,” noted Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “It’s great when you can make learning meaningful and get kids excited about things that ultimately benefit them today and into the future.”

In celebration of the Michigan credit union’s new initiative, any new account opened for kids up to age 11 between now and Aug. 12 will be automatically entered into a drawing for a chance at \$200.



Kids who attended the July 9 Lansing Lugnuts game could participate in a coloring contest available at LAFCU’s booth inside the stadium. Participants were encouraged to bring their coloring sheets to a LAFCU branch for a chance to win a prize.

To open a new account, submit an application online at www.lafcu.com/laffeandfriends/open-an-account and a LAFCU representative will be in touch with any other information needed. The application can also be downloaded from LAFCU's website.



LAFCU staff and mascot Laff-e the Cow greeted kids before they ran the bases as part of the Laff-e & Friends kickoff event.

- A Barnyard Book for collecting stickers for each deposit made. Fill out sticker pages to redeem collectible character cards!
- A birthday gift from the Prize Barn.
- Quarterly Laff-e & Friends newsletter full of fun activities and savings tips.
- Invitations to special events & more!
- A youth CD can also be opened for as little as \$50.

Laff-e & Friends is part of LAFCU's



Two young participants proudly pose with their finisher medals after successfully completing all six stations and running the bases.

Those who open new youth accounts receive the following benefits and Laff-e & Friends member perks:

- A prize from the prize barn for every three deposits.



Hundreds of kids participated in the July 9 Laff-e & Friends kickoff event that took place on Jackson Field and featured games related to savings and financial education.

comprehensive and innovative financial literacy program, which features offerings ranging from an extensive, award-winning 8-month free online financial transformation course for adults to financial reality fairs for high school seniors to teacher grants. LAFCU's efforts focus on putting individuals on a path to transform their financial future.

Additional information about LAFCU's Laff-e & Friends program is available online:

<https://www.lafcu.com/laffeandfriends>.

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. 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.

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