



FOR IMMEDIATE RELEASE
Dec. 7, 2020

LAFCU offers virtual family Christmas Special Dec. 15

Event features Santa, reindeer, holiday music, and launches LAFCU program to encourage reading among children

LANSING, Mich. — LAFCU is partnering with Grand Ledge Area District Library to present the LAFCU Listen & Learn Christmas Special, Tuesday, Dec. 15, 7-7:30 p.m. It’s available free via Webex, an internet videoconferencing application.

Viewers will get to experience Santa reading a story, and there will be fun facts about reindeer from Rooftop Landing Reindeer Farm, Clare. Musical performances will be by DeWitt Community Singers and Zachary Clark, a Lansing-area gospel singer and LAFCU help desk computer technician. There will be a drawing to giveaway three \$20 Barnes & Noble eGift cards. The lucky winners will be able to enjoy a book of their choosing.



Participants will get to experience Santa reading a story during the virtual LAFCU Listen & Learn Christmas Special Dec. 15.



Fun facts provided by Rooftop Landing Reindeer Farm will help engage kids in reading with Santa at the virtual LAFCU Listen & Learn Christmas Special Dec. 15.

Registration is not limited, but is required at www.lafcu.com/read.

The primary goal of this fun holiday event is to encourage reading, especially for children up to 12 years old.

“We want to capture the spirit of Christmas to engage children in reading,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “Reading is critical to vocabulary development and critical thinking — skills

that lead to advanced education and meaningful careers. Research has shown engaged reading is

interlocked with life success, and it can overcome traditional barriers such as gender, parental education and income.

“The community’s success is important to LAFCU, and this is one way we can help young community members advance. It’s also a great way to bring holiday spirit into your home at a time when in-person celebrations are limited due to the pandemic, so get the hot cocoa ready, don those ugly Christmas sweaters, and join us for the fun.”

Because the event is virtual, Ellsworth Etchison said it’s an opportunity for grandparents to share the experience with their grandchildren even if they are not physically together.



Details about LAFCU’s Listen & Learn Program will be announced during the virtual family Christmas Special Dec. 15.

During the event, LAFCU will announce details about the new Listen & Learn Program that will extend into 2021. It’s a virtual program designed to encourage reading through fun, interesting and informative ways.

People interested in volunteering to read

for future programs can register at <https://bit.ly/LAFCUVolunteers>

The Dec. 15 Christmas Special can be viewed on computers, tablets, smartphones and smart TVs. Registrants will receive a web link and password to participate. No software is required to be downloaded. More information is at www.lafcu.com/read.

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 68,000 members and holds over \$835 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.

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