



FOR IMMEDIATE RELEASE  
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## **LAFCU letters offer Michigan artists a unique opportunity**

*Design submission deadline is June 30*

LANSING, Mich. — LAFCU is calling Michigan artists to apply for the chance to create an original artwork by painting one of the five giant LAFCU letters as part of the credit union’s Art, Growth & Community Series.

The LAFCU letters will travel to venues throughout mid-Michigan providing each artist

with multiple opportunities to display their work to diverse audiences and the public. Each winning artist will also receive a \$100 gift card.

“This competition is for artists who want to create something unique and have it displayed in a traveling art exhibit that will be viewed by thousands throughout the remainder of 2016,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing.

In addition to the traveling LAFCU letters, each of which are six feet tall, the artwork will be displayed digitally on social media, the LAFCU website and in videos.

Artists must be able to provide their own tools, equipment and latex paint, and will be reimbursed for paint costs up to \$100. Design submissions must be aligned with the LAFCU Art, Growth and Community Series.

The winning artists will each be assigned a LAFCU letter on paint day, 9 a.m. – 5 p.m., Wednesday, July 13.



Michigan artists are invited to apply to create original artwork on one of the five giant LAFCU letters. The letters were introduced in a TV commercial with a team of 12 LAFCU employees constructing them, exemplifying teamwork and LAFCU’s 80-year history of building strength and integrity.

Online design applications will be accepted from Monday, June 13, to Thursday, June 30. Competition guidelines and submission information are available at [www.lafcu.com/art](http://www.lafcu.com/art).

### **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](http://www.lafcu.com)
- Facebook: [www.facebook.com/LAFCU](http://www.facebook.com/LAFCU)
- Twitter: [@LAFCULansing](https://twitter.com/LAFCULansing)

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