



FOR IMMEDIATE RELEASE
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LAFCU shares ‘healing words’ to help community

LANSING, Mich. — If you passed the Lansing Center on your way to Silver Bells in the City, you likely saw artwork that LAFCU is sharing to raise awareness of the importance of love and equality.

The 10 pieces of art projected on the center’s exterior east-facing wall are of healing words depicted by area residents for LAFCU’s Love & Equality Art Initiative. The words are Love, Humanity, Change, Peace, Kind, Empathy, Unity, One, Hope and Heal.

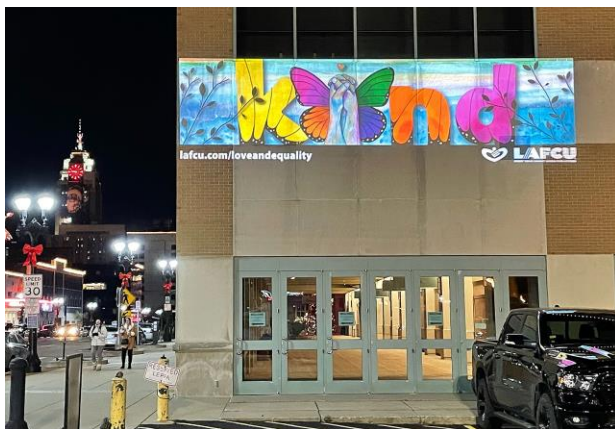


The word Empathy is projected on the Lansing Center during Silver Bells in the City. Brian Whitfield, Lansing, created each letter to reflect a story where empathy is desired.

“As a credit union, we want to use our platform for good,” said Kelli Ellsworth Etchison,

LAFCU chief marketing officer and chief diversity officer. “This is especially important now, considering what we’ve collectively experienced the past few years.

“The Love & Equality Art Initiative uses the power of art to project messages that words alone cannot. Each art piece tells a story of what’s truly important in life and serves to connect, inspire and be transformative to the persons seeing it.”



The word Kind warmly greets attendees of Silver Bells in the City as they pass the Lansing Center. Larissa Moyer, East Lansing, and Kellie Swiger, Grand Ledge, created the artwork.

Scott Keith, president & CEO of Lansing Entertainment & Public Facilities Authority, said, “We are honored to have joined our friends at LAFCU to present such incredibly positive imagery for the public. The quality of art and conveyed messages combine to be quite powerful.”

The art has already been displayed statewide on billboards and LAFCU’s social media. Several organizations, including Lansing Lugnuts and The Eaton Theatre, have also used their platforms to share the images.

Providing technological support for the Lansing Center projection were All Star Media, Lansing, which also projected the art during downtown Lansing’s BLOCK:AID in June, and Bluewater Technologies, Wixom.

“The holidays are a perfect time to express our care for each other and to recognize the power of being kind and of understanding another person’s point of view,” Ellsworth Etchison said. “We can lift up each other through positive exchanges. We hope our healing words spark reflection and make empathy top-of-mind.”

Images of LAFCU’s Love & Equality Art Initiative depict words to spark reflection and make healing and empathy top-of-mind.
lafcu.com/loveandequality

Here is how the artwork was projected on the Lansing Center. A video of more of the artwork projected on the Lansing Center is at bit.ly/LAFCU-Art



Encouragement to be the bridge to “Heal” injustice, racism, ageism and inequality appears on the east wall of the Lansing Center during 2021 Silver Bells in the City. The art was created by Laura Dixon, Clarklake; Mike Holcomb, Okemos; and Lisa O’Connor, Mason.

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 70,000 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.

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