



FOR IMMEDIATE RELEASE
May 5, 2021

LAFCU creates zoo adventure to encourage reading, May 26

*‘Listen & Learn’ virtual event features rhinos and otters, Lansing Children’s Choir,
a storytime, LAFF-E the Cow; coloring contest deadline May 14*

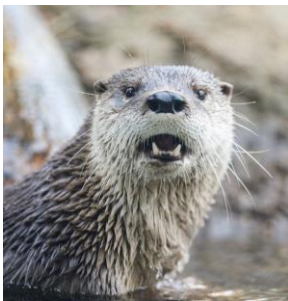
LANSING, Mich. — LAFCU’s May virtual reading event for Michigan kids is all about rhinos and otters.

The Michigan credit union will present LAFCU Listen & Learn Zoo Animals, Wednesday, May 26, 7 p.m. The free event is designed to encourage children up to age 12 to read through fun, interesting and informative ways.

Participants will join LAFCU in a live, virtual visit to Potter Park Zoo, Lansing. They will learn about otters and rhinos, including the zoo’s rare black rhino calf,



All Listen & Learn events are designed to encourage children up to age 12 to read through fun, interesting and informative ways.



The May 26 LAFCU Listen & Learn will feature otters and rhinos from Lansing’s Potter Park Zoo, including Jaali, a rare black rhino calf that is heading to a new home this fall.

Jaali, from zoo staff, and they can sing along with Lansing Children's Choir. LAFCU’s mascot, LAFF-E the Cow, will make a special appearance. Key to the event is a “wild and fun” storytime presented by Jean Fellows of Grand Ledge Area District Library, a presenting partner of the LAFCU event.

Three participants will each be awarded a \$20 eGift card for a bookstore.



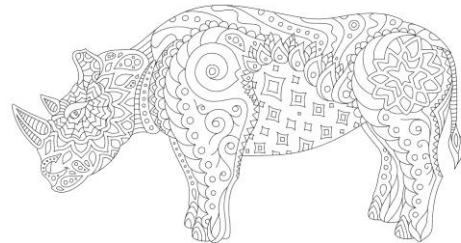
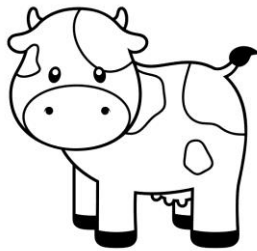
Kids can sing along with the Lansing Children’s Choir during LAFCU Listen & Learn Zoo Animals.

“The LAFCU Listen & Learn series provides immersion into a singular topic that revolves around reading, learning and performing,” said Kelli Ellsworth Etchison, LAFCU chief marketing

officer and chief diversity officer. “Presenting these virtual events helps support the LAFCU philosophy of ‘Your Credit Union for Life.’ Reading achievement is critical to success in life, and LAFCU wants to provide support along the way.”

Six related coloring pages can be downloaded at www.lafcu.com/color to color just for fun or for the LAFCU Zoo Animals Coloring Contest.

The contest is for children up to age 12. Deadline for submission at the same link is May 14. Three winners selected by the public on LAFCU's Facebook page will be announced during the virtual May 26 event. Each will receive a \$25 eGift card for a bookstore.



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Registration for the virtual LAFCU Listen & Learn Zoo Animals May 26 is at www.LAFCU.com/read. Using a provided web link, registrants can view the event on computers, tablets, smartphones and smart TVs. No additional software is required.

The LAFCU Listen & Learn Program also offers ongoing virtual readings of children’s books by phone and YouTube videos. Volunteer readers can register at <https://bit.ly/LAFCUVolunteers>

More information about the LAFCU Listen & Learn Program 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 69,000 members and holds over \$915 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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