



FOR IMMEDIATE RELEASE
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LAFCU, reindeer farm celebrate holiday magic Dec. 7

Storytime, Santa’s workshop and fun reindeer facts highlighted in virtual, family event

LANSING, Mich. — LAFCU’s Listen & Learn Program and Rooftop Landing Reindeer Farm will present a live, virtual event that celebrates the magic of Christmas, Tuesday, Dec. 7, 7 p.m.

The free, family-friendly “Christmas Special” includes a special storytime with Santa, a peek inside the farm located in Clare to learn fun facts about reindeer, and a visit to Santa’s workshop to see how candy canes are made.



“The Christmas Special merges the magic of the season with the magic of reading,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “It’s a



Rein deer will be centerstage for the LAFCU-Rooftop Landing Reindeer Farm virtual, family event Dec. 7.

winning combination to engage kids in learning. Thank you, Rooftop Landing Reindeer Farm, for opening your doors to our Listen & Learn audience.”

Farm owner Dave Aldrich said, “Santa and his reindeer are delighted to share some behind-the-scenes secrets at our farm and Santa’s Workshop for this wonderful family event.”

To register, visit www.LAFCU.com/read. Registrants will receive a weblink to stream the event live, no software required. The link will also be posted on LAFCU’s

social media channels and on its website the day of the event.

Committed to help communities it serves to thrive, LAFCU created the Listen & Learn Program in response to the pandemic to provide a fun, new option for kids up to age 12 to learn, listen, read and interact.

In addition to live events, readings of children’s books are available by phone, 517.622.6789, and YouTube, <http://bit.ly/LAFCU-L-L>. Volunteer readers can sign up at <https://bit.ly/LAFCUVolunteers>.

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 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.



The Dec. 7 Christmas Special features a visit to Santa’s workshop to learn how candy cane is made.

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