



FOR IMMEDIATE RELEASE

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LAFCU Heritage Fest draws hundreds to celebrate culture, community in West Lansing

LANSING, Mich. — Music, dance, food, and family fun brought hundreds together in late September at LAFCU's headquarters for the credit union's annual Heritage Fest, a free community event celebrating the rich cultural diversity of the Greater Lansing region.

Held at LAFCU's headquarters in West Lansing, the festival featured performances by Worship Without Words dance group, Fantasia Ballet Folklorico, funk/R&B band The Love Effect, and entertainers including Jeff the Magician and Stilt Dance Project. Families also enjoyed bounce houses, an interactive Money Machine, and a video game truck.



Families and community members enjoyed cultural performances, food trucks, and activities such as bounce houses, henna, and LAFCU's mascot, LAFF-E the Cow, during LAFCU Heritage Fest. The free community event drew hundreds to LAFCU's headquarters in West Lansing.



Kelli Ellsworth Etchison, LAFCU's chief marketing officer and chief diversity officer, emceed the 2025 LAFCU Heritage Fest. She introduced performances by groups including Worship Without Words, Fantasia Ballet Folklorico, and Jeff the Magician.

An artifact table showcasing a variety of items including currency, garments, vases, and dishes from countries such as Nigeria, Japan and Pakistan, offered guests a chance to explore traditions from around the world. Food trucks lined the venue, serving a variety of cuisines, while community members joined the celebration in traditional attire to honor their own heritages.

"Heritage Fest is one of the ways we honor the many cultures that make up our community," said Kelli Ellsworth Etchison, LAFCU's chief marketing

officer and chief diversity officer. “Each year it gives us the chance to celebrate traditions while also discovering something new about our neighbors and the diverse region we call home. It was wonderful to see families, friends, and community members come together in that spirit of connection and discovery.”

The annual Heritage Fest underscores LAFCU’s long-standing commitment to community engagement and its mission to support financial and cultural well-being in Michigan. This year marked the third annual Heritage Fest, the first year it was open to the public.

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than



A performer from Stilt Dance Project entertained families at the 2025 LAFCU Heritage Fest. The stilt walker invited audience members to join in the fun by dancing along to live drum music.



A member of Worship Without Words engaged the audience during a cultural dance performance at LAFCU Heritage Fest. The event celebrated the diversity of Greater Lansing through art, music, food, and community connection.

74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting



Dancers from Fantasia Ballet Folklorico performed traditional Mexican Folklorico routines at the 2025 LAFCU Heritage Fest in West Lansing. The annual event highlighted cultural traditions through music, dance, food, and family activities.

positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. A three-time honoree as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion

initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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