



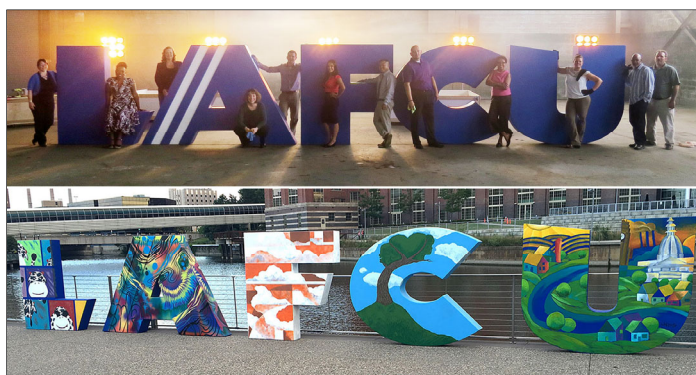
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## LAFCU's traveling art show offers opportunity for Michigan artists

*Design submissions for credit union's giant letters due March 31*

LANSING, Mich. — LAFCU is reimagining its letters once again, providing an opportunity for five Michigan artists to share their artwork with a large, diverse, public audience.



First introduced in a TV commercial then transformed into a traveling art exhibit, LAFCU's giant letters are set for a redesign. Design applications are due March 31.

The 6-foot-tall letters appear at LAFCU-sponsored and other community events, and are favorite subjects and backgrounds for photos posted on social media.

“This is a highly visible project for artists who want to gain regional exposure,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer. “The letters are a magnet for all ages and inject extra fun into our events.”



The LAFCU letters become interactive art at community events, often serving as fun photo props.

Artists can submit a design concept for one of the letters to LAFCU through Friday, March 31.

Information is at [www.lafcu.com/art](http://www.lafcu.com/art).

Reimagining the exhibit supports LAFCU S.E.R.V.E.S., an initiative that helps those who are unbanked and underbanked achieve financial security. Design submissions should be based on one or more of the initiative’s concepts:

- People Helping People – credit union philosophy
- Statewide – LAFCU’s service territory
- Vertical credit card
- “Outgrown Your Home” mortgage
- “Now Can We Get a New Roof” home equity line of credit

Each of the five winning artists receives \$250 and reimbursement up to \$100 for latex paint. They will use their own equipment to paint their assigned letter together with the other artists.

The promotional letters, which cumulatively span 35 feet, were introduced in a television commercial in 2016. The same year, five Michigan artists transformed the letters into a traveling art exhibit that’s been seen by thousands.

Among the artists who repainted the letters in 2016 was Brian Whitfield. He reimagined the LAFCU letter “U.” A graphic designer for Michigan Department of Transportation, Whitfield is known for multiple ArtPrize entries, artwork for the Mackinac Bridge-themed license plate, and four 50-by-25 foot outdoor murals, collectively titled “Under the Bridge.” The murals are under the bridge where U.S. 127 crosses Michigan Avenue in Lansing.



Brian Whitfield, already well known for Michigan’s Mackinac Bridge-themed license plate artwork and other high-profile projects, added the reimagining of the LAFCU letter “U” in 2016 to his artistic legacy.

### **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 nearly

65,000 members and holds nearly \$700 million in assets. LAFUCU 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 and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFUCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFUCU, call 800.748.0228 or visit [www.lafcu.com](http://www.lafcu.com).

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