



**FOR IMMEDIATE RELEASE**

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LAFCU’s Listen & Learn Program helps local kids learn about money, teaches magic of math  
*Credit union partners with Perry Elementary School for event featuring reading, magician and 340  
donated books for students*

LANSING, Mich. — LAFCU recently took its Listen & Learn Program to Perry Elementary School. The event coincided with the school’s Pajama Day and featured a magician and a book intended to help young children build confidence in math and learn more about money.

“This event is a great example of how to make learning fun and teach the younger generation the importance of money,” said Kelli



Two Perry Elementary students pose with their donated copies of “Owl and Otter and the Big Yard Sale,” as part of LAFCU’s March 24 Listen & Listen program.



Kelli Ellsworth, LAFCU chief marketing officer and chief diversity officer.

Shelia Scott, the credit union’s community financial education and business development officer, smiles with Perry Elementary School students during the March 24 LAFCU Listen & Learn event.

“LAFCU’s Listen & Learn Program offers community outreach, but also allows our team to get in front of kids, encourage them to read and incorporate important financial principles, but in a fun and engaging way.”

To encourage reading LAFCU donated 340 copies of the book, “Owl and Otter and the Big Yard Sale,” written by Andrea Mills. Illustrated by Julia Seal and published by DK, the book invites readers to join the fun and learn about addition and counting money. It also presents the ideas of supply and demand and how to earn and save money.

Jeff the Magician provided an exciting and magic-filled experience for kindergarten through fourth grade students at the March 24 Listen & Learn event.



LAFCU created the Listen & Learn Program in response to

the pandemic to provide a fun, new option for kids to learn, listen, read and interact. In addition to live events, the LAFCU Listen & Learn Program offers recorded readings of children’s books on the credit union’s YouTube channel, <http://bit.ly/LAFCU-L-L>, and by phone, 517.622.6789. Volunteer readers are encouraged to sign up at <https://bit.ly/LAFCUVolunteers>.

LAFCU took its Listen & Learn program to Perry Elementary School and featured Jeff the Magician, who entertained students with magic and fun.

#### **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 74,000 members and holds over \$986 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](http://www.lafcu.com).

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