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LAFCU wins 4 national awards in SIAA competition

LANSING, Mich. — LAFCU has won four national awards in the 20th Annual Service Industry Advertising Awards (SIAA) competition, with three entries receiving top honors in their respective categories.

A public relations campaign promoting the credit union’s comprehensive personal finance course, an internal communications campaign promoting diversity, equity and inclusion, and the 12-week Shields Up! Campaign, which educated LAFCU employees about the dangers of cyberthreats, were recognized with Gold Award distinctions.

“LAFCU is committed to its communities, members and staff and this national recognition shows the credit union’s commitment to making a positive impact through the critically important topics we address, both internally and externally, and the fantastic partnerships we form with other local businesses,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “The LAFCU team looks forward to doing more impactful, innovative work in the coming year and beyond.”

Entries earning Gold Awards and their SIAA categories are:

- Shields Up! – Electronic Advertising
- DEI Internal Communication Program – Equality & Diversity Promotion
- Pathway to Financial Transformation – Total Public Relations Campaign

Earning a Bronze Award was the PR campaign announcing the partnership between LAFCU and Quality Dairy to offer LAFCU ATMs in all Quality Dairy locations.



The award-winning LAFCU DEI internal campaign consisted of a four-week outreach initiative that used a variety of tactics to educate and engage employees about the tenets of LAFCU’s DEI Program.

- Spot the Savings – Total Public Relations Campaign

The winning entries were created in partnership with Publicom, Inc., a full-service marketing communications firm.

Over 1,200 entries were submitted for this year's SIAA competition, which recognizes service industry advertising excellence. A panel of judges selected 117 Gold, 59 Silver and 36 Bronze Award recipients based on execution, creativity, quality, consumer appeal and overall breakthrough content.

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 74,000 members and holds over \$973 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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