



FOR IMMEDIATE RELEASE

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LAFCU invites festivalgoers to help paint iconic giant letter at Phil Denny's Armory Smooth Jazz Fete

Interactive paint-by-number activity to engage community members

LANSING, Mich. — Festivalgoers can help paint one of LAFCU's iconic, six-foot-tall letters during Phil Denny's Armory Smooth Jazz Fete presented by LAFCU Saturday, Aug. 8, at the Lansing Armory.

The oversized letters spell LAFCU and have appeared at festivals, concerts and community events across mid-Michigan since 2015. During the fete, attendees can add color to the letter “F” through an interactive paint-by-number activity, while local artists create original designs on the remaining letters.



LAFCU's iconic six-foot-tall letters will be transformed by artists and community members during Phil Denny's Armory Smooth Jazz Fete Aug. 8.

“The letters have become a familiar symbol of LAFCU's community involvement, and this year's collaborative painting gives festivalgoers a new way to be part of that tradition,” said Kelli Ellsworth Etchison, chief marketing officer and chief diversity officer at LAFCU and CEO of StableCommunities

Foundation. “It reflects what this event is all about — bringing people together through creativity, music and community.”

Now in its eighth year, LAFUCU has supported Phil Denny's Armory Smooth Jazz Fete as part of its commitment to strengthening the communities it serves. LAFUCU will have a table at the festival with giveaways and its Money Machine, a cash-grab-style booth where participants step inside and try to catch bills swirling through the air.

The giant letters debuted in 2015 as part of LAFUCU's “Down to the Letter” campaign, which told the story of how the credit union, its members and the community work together to build something special. The



letters have since

The LAFUCU letters are interactive art, often serving as fun photo props.

become popular photo opportunities and a visible part of LAFUCU's community outreach.

The festival runs from 3 to 9 p.m. at the Lansing Armory, 330 Marshall Street. It features internationally acclaimed musicians performing smooth and contemporary jazz, soul, funk and R&B, along with food vendors, beer and wine, local artists and merchandise. The event is for adults 21 and older.

Attendees can visit the LAFUCU table to participate in the painting project, watch artists transform the remaining letters and pick up giveaways.

For festival information and tickets, visit smoothjazzfete.com.

About LAFUCU

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 nearly 73,000 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 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,' LAFCU has also been recognized as a Best Place to Work for Women and an Inclusive Workplace, and is recognized globally for its diversity, equity, and inclusion initiatives. Learn more at www.lafcu.com.

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