



FOR IMMEDIATE RELEASE
Aug.19, 2016

Contact: Jan Jenkins, Publicom
517.487.3700; cell 517.898.2858
janj@publicom.com

Artists' LAFCU letters unveiled and going on the road

The newly painted letters are coming to a community near you

LANSING, Mich. — The LAFCU letters continue to entertain thanks to five Michigan artists who were each chosen to paint a letter. The unique 6-foot-tall letters that were turned into works of art were unveiled on July 27, during the Jazz & Blues Concert Series on the Grand.



As part of the mid-Michigan credit union's Art, Growth & Community Series, the letters will appear at LAFCU-sponsored community events throughout the Lansing area the remainder of 2016.

The artists along with information about their inspiration are:

- Derek Allmendinger, of Lansing, letter "L" – photo shoot of LAFF-E the Cow, LAFCU's mascot.



- Sam “Samskee” DeBourbon, of Lansing, letter “A” – “happy color fusion – happy family.”



- Laura Gajewski, of Portland, letter “F” – vintage REO Flying Cloud advertisements of the 1920s.



- Jeremy Coats, of Kalamazoo, letter “C” – growth and community.



- Brian Whitfield of Lansing, letter “U” – the two sides of the “U” represent two sides of Lansing: the state capitol and “our home.”



“The LAFUCU letters have provided yet another way for us to connect with our members and share a little fun and inspiration within the communities LAFUCU serves,” said Kelli A. Ellsworth Etchison, LAFUCU senior vice president of marketing. “Through the creativity of these

artists, they have demonstrated the possibilities of when art, growth and community come together.”

Opportunities for the public to view the letters include the Jazz & Blues Concert Series On the Grand at the Lansing City Market, Wednesdays and Thursdays, Aug. 24-25 and Sept. 14-15.

The artists were chosen based on conceptual designs submitted in response to an open call for entries.

About LAFCU

Chartered in 1936, LAFCU is proud to be mid-Michigan’s credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves nearly 60,000 members, holds more than \$600 million in assets, and maintains nine locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU, please call 517.622.6600 or find us online:

- Website: www.lafcu.com
- Facebook: www.facebook.com/LAFCU
- Twitter: [@LAFCULansing](https://twitter.com/LAFCULansing)

#