



FOR IMMEDIATE RELEASE

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Community Champions logo and  
two photos attached; captions below release

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**LAFCU, Lugnuts expand Community Champions program  
to include first responders as well as military**

*Nominations for 'Community Champions' open, accepted all summer*

LANSING, Mich. — Nominations are open for the LAFCU Community Champions program, which has been expanded this year to honor police, fire and medical first responders as well as current and veteran members of the military at Lansing Lugnuts games this summer.

“The LAFCU Community Champions program is back for its fourth season with the opportunity to recognize those who help us every day locally – our first responders,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing. “Our partnership with the Lansing Lugnuts offers the ideal location for community recognition of those who selflessly serve or have served our country far away and at home.”

Community Champions receive four free tickets to a Lansing Lugnuts LAFCU Fireworks Spectacular, the opportunity to throw the first pitch and in-game recognition on the ballfield’s videoboard.

Selection of LAFCU Community Champions honorees will be made throughout the summer prior to individual LAFCU Fireworks Spectaculars. Nominations will continue to be accepted through Aug. 18.

“Including our own local first responders as Community Champions makes perfect sense,” said Nick Grueser, Lugnuts general manager. “Our military members protect us on the battlefield, and our first responders protect and care for us right here at home. They are all deserving of our gratitude and recognition.”

Nominations of deserving Community Champions should include their employing organization or branch of service; rank, rank at time of discharge or position held; awards and other recognition received; and community work. Submit the information via email at [LAFCUcommunitychampion@gmail.com](mailto:LAFCUcommunitychampion@gmail.com) or mail it to LAFCU Community Champions, P.O. Box 26188, Lansing, MI 48909.

For more information, contact Ashley Loudan, Lugnuts community partnerships manager, at 517.827.2480 or [aloudan@lansinglugnuts.com](mailto:aloudan@lansinglugnuts.com).

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

### **About the Lansing Lugnuts**

The Lansing Lugnuts, Class-A affiliate of the Toronto Blue Jays, 'Go Nuts' as they enter their 22nd season in Michigan's Capital City. Featured in USA Today and on CNN for their successes, the Lugnuts make their home at the newly renovated Cooley Law School Stadium. Built in 1996, Cooley Law School Stadium continues to be a key component in revitalizing Lansing's downtown while providing fun, affordable, family entertainment to fans in Mid-Michigan and beyond. Find them online at [www.lansinglugnuts.com](http://www.lansinglugnuts.com).

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Army National Guard Sgt. Jordan LaRoche, of Lansing, waves to the crowd at a Lansing Lugnuts game during his videoboard salute as a LAFUCU Community Champion in 2014. Those eligible for this year's LAFUCU Community Champions include police, fire and medical first responders as well as current and veteran members of the military.



A 2015 LAFUCU Community Champion, retired Army Col. Gilbert Holmes, of Holt, waves to the crowd before throwing out the first pitch at a Lansing Lugnuts game. Those eligible for this year's LAFUCU Community Champions include police, fire and medical first responders as well as current and veteran members of the military.