



FOR IMMEDIATE RELEASE
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Ten years as LRCC sponsor: LAFCU hits \$10K mark for high school bands
2019 donation kicks off Mason High School drive for drumline equipment

LANSING, Mich. — LAFCU has boosted area high school band programs to the tune of \$10,000 since 2010. That’s when the Michigan credit union agreed to be the entertainment sponsor of the Lansing Regional Chamber of Commerce Annual Dinner. It includes a \$1,000 donation to a high school band.



Mason High School band members accept the LAFCU donation on behalf of the school’s band program. Also pictured are representatives of the high school, LAFCU and Lansing Regional Chamber of Commerce.

The 10th anniversary milestone was noted at the May 29 presentation of the 2019 donation that went to Mason High School.

LAFCU Chief Marketing Officer Kelli Ellsworth Etchison said, “We love this sponsorship. It helps the chamber and it provides much-needed funding for band programs. School administrators must make tough choices in the budgeting process, and maintaining and updating band equipment can be quite costly. A donation to the band provides funds that may not be available within the school budget.”

Lansing Regional Chamber of Commerce President and CEO Tim Daman reflected on the sponsorship during the presentation.

“LAFCU has been a wonderful and enthusiastic partner,” he said. “These donations have helped a lot of kids and have been good for many communities, as marching bands are often a source of local pride.”

For Mason High School, the \$1,000 donation arrives exactly at the right time: The credit union kicked off a \$24,000 fund drive for the band.

“I had just met with the principal to outline what is needed to replace our drumline equipment,” said Beth Bousfield, Mason High School band director. “Much of it is 15 years old; the typical life cycle is 10 years. We’re elated about LAFCU’s donation.”

The aging equipment now costs more to maintain than to buy new. Some of it needs repair or retuning after every use.

Mason Band Boosters President James Alexander said, “This donation has energized our group as we take on raising funds needed for the new equipment. Thank you, LAFCU!”

The drumline is the heartbeat of the Bulldog Marching Band, performing at home football games and at community events and parades. Members of the Bulldog drumline participate in the school’s music education program throughout the year and are involved in performances by the pep, jazz and concert bands, and for solo & ensemble concerts and competitions.

The experience has rewards for the students later in life, too. Bousfield said graduates who have been part of the band’s drumline have received college music scholarships and have gone on to play in college and beyond in such bands as Legends Drum & Bugle Corps in Kalamazoo and Motor City Percussion in Detroit.

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 65,000 members and holds nearly \$725 million in assets. 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 and ITMs. 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.



LAFCU’s unique sponsorship of a Lansing chamber event is the start of a fund drive to help the Mason Bulldogs replace their aging drumline equipment.

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