



FOR IMMEDIATE RELEASE  
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## LAFCU fighting identity theft with CyberScout™, Shred Days

LANSING, Mich. — Protection of the financial health of members is a key credit union benefit, and LAFCU is ramping up its identity theft protective services with two important offerings.



To help members guard against identity theft, - LAFCU is partnering with CyberScout™ to provide economical, year-round credit and fraud monitoring services. In addition, members with documents and other items containing identity information can have materials safely destroyed at the upcoming LAFCU Shred Day, April 22.



“Identity theft is a common and growing problem,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing. “We’re encouraging members to be vigilant in taking precautions to avoid fraud. It can be little things that help protect one’s financial identity.”

Through the CyberScout partnership, LAFCU members can subscribe to credit and fraud monitoring, proactive educational information and tools, and full identity theft recovery assistance. Annual fees range from \$45 to \$135.

CyberScout is an international company that provides sophisticated, proactive protection services against data breaches and identity theft to more than 17.5 million households.

“These programs help members create a personal defense against identity theft and fraud and receive assistance to resolve fraud if it occurs,” Ellsworth Etchison said. “The most recent research shows that 13.1 million people are victims of identity theft each year. There’s a new victim every two seconds, and we don’t want the next victim to be one of our members.”

For members who have shreddables that they have been afraid to throw away, LAFCU’s Shred Day is 10 a.m. to 2 p.m., Saturday, April 22, at LAFCU’s West Lansing branch, 106 N. Marketplace Blvd. Each LAFCU member can bring up to 10 boxes of materials to be shredded at

no cost. Materials recommended are anything that includes identifying information such as account numbers. This includes documents, receipts, address labels, bills, insurance claims, hard drives, SD and SIM cards, mobile phones and thumb drives.

#### **About CyberScout™**

As the industry leader for more than 13 years, CyberScout sets the gold standard for identity and data defense services – from proactive protection and education to successful resolution. Formerly IDT911, CyberScout combines boots-on-the-ground experience with high-touch personal service to help commercial clients and individuals minimize risk and maximize recovery. CyberScout offers unrivaled support for more than 660 client partners and 17.5 million households. The company has locations in the U.S. and Canada, as well as in Ireland to serve partners in Europe. To learn more, visit [www.cyberscout.com](http://www.cyberscout.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)
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