



FOR IMMEDIATE RELEASE
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Giant LAFCU letters garner 2016 Michigan Innovation Award

LANSING, Mich. — LAFCU has won the 2016 Innovation Award from the Michigan Credit Union League for its 6-foot-tall letters that are part of a marketing campaign aptly titled “Down to the Letter.”

Larger than an average person, the huge blue letters were first introduced in a TV

commercial with a team of 12 LAFCU employees constructing them, exemplifying teamwork and LAFCU’s 80-year history of building strength and integrity. The commercial began airing in late September. They are also being placed at numerous events in LAFCU communities, gaining considerable recognition.

“The LAFCU letters have become a fun way to call attention to our name change, our history, our services and our mission,” said LAFCU CEO Robin Frucci. “The letters are our big, friendly ambassadors, and we are thrilled the campaign was chosen by the MCUL to receive the 2016 Innovation Award.”

The mid-Michigan credit union changed its name from Lansing Automakers Federal Credit Union to LAFCU in 2013.



LAFCU letters employees — The LAFCU letters were first introduced in a TV commercial with a team of 12 LAFCU employees constructing them, exemplifying teamwork and LAFCU’s 80-year history of building strength and integrity.



LAFCU letter interaction — The 6-foot-tall LAFCU letters have proven to create some social media buzz by people who find them irresistible as a fun photo prop at community events.

The change was necessary because it had replaced its federal charter with a state charter, which prohibits the word “federal” in a credit union’s name.

The LAFCU letters have appeared at several events including Jazz on the Grand in Lansing, Oktoberfest in Owosso, Urban Air in Eaton Rapids, and most recently, the Phil Denny & Friends Christmas Collective in Lansing.

Images taken at different events are displayed on LAFCU’s Facebook page with the caption, “Stay tuned to see where the giant LAFCU letters will appear next!” followed by the Twitter hashtag #WhereisLAFCU.

LAFCU will receive the Innovation Award at MCUL’s Annual Convention and Exposition, June 8-11, in Detroit.

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 nearly \$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
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