



FOR IMMEDIATE RELEASE

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Celebrate community and culture at LAFCU Heritage Fest – Sept. 26 in West Lansing

A free day of music, food, and family fun to honor diversity and bring neighbors together

LANSING, Mich. — The world needs a little more connection right now, and LAFCU is answering the call with LAFCU Heritage Fest, a free community celebration Friday, Sept. 26, from 11 a.m. to 4 p.m. at the credit union’s main branch, 106 N. Marketplace Blvd., West Lansing.

The event showcases the rich cultural diversity of the Lansing region through music, dance, food, and family-friendly activities. Guests can enjoy live performances by Worship Without Words dance group, Fantasia Ballet Folklorico, and local R&B/soul artist Mikeyy Austin. Entertainment also includes Jeff the Magician, Ayinee the Stilt Walker, bounce houses, and an interactive Money Machine.



Worship Without Words dancers brought storytelling and movement to life at LAFCU’s 2024 Multicultural Day (pictured). They’ll return to inspire audiences at the 2025 LAFCU Heritage Fest, adding their unique energy to a day filled with music, food, and family fun.

Food trucks will be on site throughout the day, and attendees can win exciting giveaways. Guests are welcome to celebrate their own heritage by wearing traditional attire and joining the festivities.

“LAFCU Heritage Fest is about celebrating the diversity and unity of our community,” said Kellie Swiger, LAFCU head of creative. “We’re proud to create a space where neighbors, friends, and families can come together to experience food, music, and traditions that reflect the vibrant cultures of our region.”

For LAFCU, the festival is more than a party; it's a living expression of its mission to support financial and cultural well-being in the communities it serves.



Colorful costumes and lively steps from Fantasia Ballet Folklórico lit up LAFCU's 2024 Multicultural Day (pictured). The troupe will share their vibrant Mexican folklorico traditions at the 2025 LAFCU Heritage Fest on Sept. 26. The event is free and open to the public.

"At LAFCU, diversity, equity, and inclusion are part of who we are and how we serve," said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. "Heritage Fest is a chance to honor the many cultures represented in our community and to celebrate the power of unity. By coming together, we strengthen our connections and build understanding that lasts far beyond a single event."

LAFCU Heritage Fest reflects the Lansing-based credit union's long-standing commitment to community engagement — celebrating the people

and traditions that make the Greater Lansing region unique.

For more information, visit lafcu.com/heritagefest.

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. A three-time honoree as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

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