



FOR IMMEDIATE RELEASE

Oct. 26, 2026

LAFCU Heritage Fest celebrates culture, connection and community

Fourth annual celebration brought area residents together to share traditions, experience different cultures and strengthen a sense of belonging



Photo credit: Gregory D. Productions. Hmong dancers pose with the colorful LAFCU letters during LAFCU Heritage Fest. The fourth annual celebration brought community members together to experience and share cultures and traditions represented throughout Greater Lansing.

LANSING, Mich. — For LAFCU, building stronger communities goes beyond providing financial services. The credit union's annual LAFCU Heritage Fest is one way it brings people together to learn from one another and celebrate the cultures and traditions that make the Greater Lansing region unique.



Photo credit: Gregory D. Productions. Ballet Maria Luz dancers perform traditional Folklorico dance during the 2026 LAFCU Heritage Fest, showcasing Mexican culture through vibrant costumes and movement.

That spirit was on display when LAFCU's fourth annual Heritage Fest filled its West Lansing headquarters with music, dance, cultural traditions and activities for all ages. The free event drew families, neighbors and community members for a day of shared experiences and cultural discovery.

“LAFCU was founded on the idea of people helping people, and we believe that responsibility extends beyond financial well-being,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “Strong communities are built when people feel welcomed, valued and connected. LAFCU Heritage Fest creates an opportunity to learn from our neighbors, take pride in our own traditions and discover something about someone whose experiences may be different from ours. Those connections are how stronger communities are built.”



Photo credit: Gregory D. Productions. Dr. Maxine Hankins Cain, diversity and inclusion facilitator, and Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer, connect during LAFCU Heritage Fest.



Photo credit: Gregory D. Productions. A stilt walker alongside a Ballet Maria Luz dancer, adding to the sights and entertainment at LAFCU Heritage Fest.

Throughout the day, guests experienced cultural performances and educational presentations, including an opening drum performance with Baba Shomari, Ballet Maria Luz, Hmong dancers, a Habari Gani welcome dance, Afrobeat and an interactive hip-hop performance and history presentation from All of the Above Hip Hop Academy. Guests also learned a bit about people with disabilities.

The celebration extended beyond the stage, with horseback rides provided by Michigan Heritage Rodeo, henna, a bounce house, a video game truck, the LAFCU Money Machine, raffles and an artifact table showcasing items from Nigeria. Food and opportunities for guests to participate throughout the event added to the family-friendly atmosphere.

What began four years ago as an opportunity for LAFCU team members to celebrate and learn about different cultures has grown into a public community celebration. Opening the event to the broader community brings LAFCU's people-helping-people philosophy to life and reflects its commitment to supporting both the financial and cultural well-being of the communities it serves.



Photo credit: Gregory D. Productions. The Habari Gani welcome dance at LAFCU Heritage Fest brings cultural expression to the stage at LAFCU's West Lansing headquarters.

A young performer from All of the Above Hip Hop Academy demonstrates break-dancing during LAFCU Heritage Fest, part of the event's lineup of performances celebrating different cultural traditions.

About LAFCU

Founded in 1936, LAFCU (pronounced Laugh-Q) 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 nearly 73,000 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,' LAFCU has also been recognized as a Best Place to Work for Women and an Inclusive Workplace, and is recognized globally for its diversity, equity, and inclusion initiatives. Learn more at www.lafcu.com.

###