



FOR IMMEDIATE RELEASE

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LAFCU Heritage Fest returns Sept. 25 to celebrate culture, community and connection

Free event invites area residents to experience music, food, cultural traditions and more

LANSING, Mich. — LAFCU will host its LAFCU Heritage Fest Friday, Sept. 25, inviting the Greater Lansing community to come together for a free celebration of cultures and traditions that help shape the region.

The family-friendly event will take place from 11 a.m. to 4 p.m. at LAFCU's West Lansing branch, 106 N. Marketplace Blvd. Guests can enjoy cultural performances, live music, ethnic food, a bounce house, giveaways and activities for all ages.



Worship Without Words dancers bring energy and storytelling to the stage during the 2025 LAFCU Heritage Fest. The free community celebration returns Sept. 25 with cultural performances, music, food and activities for all ages.

LAFCU Heritage Fest is designed to give neighbors and families an opportunity to experience different cultures, share their own traditions and build connections across the community. Guests are encouraged, though not required, to wear traditional attire representing their heritage.

“LAFCU was founded on the idea of people helping people, and that means supporting more than 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 to one another. LAFCU Heritage Fest creates a place where we can learn from our neighbors, celebrate what makes each of us unique and strengthen the sense of belonging that helps a community thrive.”



Dancers from Fantasia Ballet Folklórico perform traditional Mexican folklorico during the 2025 LAFCU Heritage Fest. The annual event celebrates the cultures and traditions represented throughout the Greater Lansing community.

The event, now in its fourth year, is part of LAFCU’s broader commitment to supporting the financial and cultural well-being of the communities it serves. Last year’s LAFCU Heritage Fest drew hundreds of attendees to LAFCU’s headquarters and marked the first year the event was open to the public.

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 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.

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