



FOR IMMEDIATE RELEASE

Sept. 21, 2023

LAFCU, community partners to ‘activate’ space focused on health, financial well-being

Public invited to free event as part of 517 Hispanic Heritage Festival Sept. 22 and 23

LANSING, Mich. — LAFCU partnered with Ourspace (517), Muralmatics, and Nelson Gallery to create Lansing Thrive Space, an innovative, creative and educational hub that showcases the importance of financial well-being through various mediums, activities, and methods.

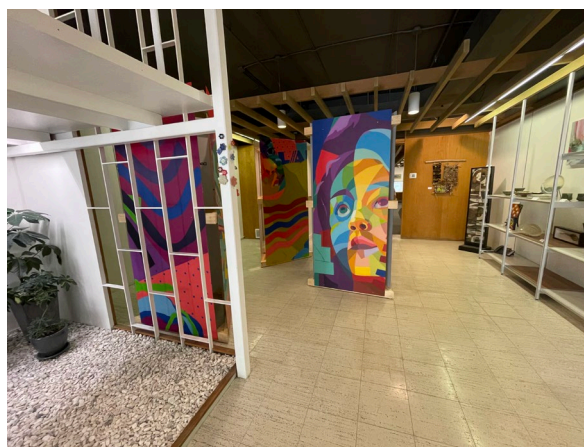
The Lansing Thrive Space will officially be ‘activated’ Friday, Sept. 22 and Saturday, Sept. 23, from 3 to 6 p.m., in conjunction with the 517 Hispanic Heritage Festival.

The Lansing Thrive Space is within the Nelson Gallery at 113 S. Washington Square in Lansing. It provides the necessary resources and information to help our community grow, flourish, and feel financially empowered.

“The poverty rate in Lansing is nearly 22%, which is much higher than Michigan's poverty rate of 13.1%,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “LAFCU and its community partners felt compelled to do something about that. People need to understand how the decisions they make impact their health and financial future. This space will introduce important topics in a fun and engaging way for both adults and children.”

The Lansing Thrive Space activation will feature interactive learning with LAFCU staff, who will be available on-site Friday and Saturday to teach attendees of all ages how to make real-world financial decisions and manage money efficiently.

Attendees will also be able to view a mural story by Dustin Hunt of Muralmatics and local community youth that illustrates the importance of health and financial wellness/literacy. Words



The Lansing Thrive Space, located within the Nelson Gallery, was created by LAFCU and its community partners to help financially empower community members. The space will be activated Friday, Sept. 22 and Saturday, Sept. 23 from 3 to 6 p.m. and feature hands-on activities to show Lansing-area residents ways to improve their financial decision-making.

painted on the mural panels are connected to wellness, including self-determination, invest, plan/save, and access/equity. The words are highlighted to help the community feel empowered to be on a path of positive financial transformation.

Attendees can also plant a seed in the community garden. As a bonus, anyone who visits the space during the Friday or Saturday event can register to win \$200.

To extend the concept of the Lansing Thrive Space, LAFCU offers a free-to-the-public program called Pathway to Financial Transformation. It is a comprehensive, primarily virtual 16-module course that covers topics critical for financial stability, and ultimately, financial freedom. An important aspect of this course is its emphasis on the importance of behavioral changes in achieving long-term success.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 74,000 members and holds over \$1 billion in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low-interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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