



FOR IMMEDIATE RELEASE

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LAFCU supports cultural celebration, connection through two September events

Credit union presents 517 Hispanic Heritage Weekend Sept. 17-20, then hosts LAFCU Heritage Fest Sept. 25

LANSING, Mich. — LAFCU is helping Greater Lansing celebrate the cultures and traditions that enrich the community through two distinct September events: **517 Hispanic Heritage Weekend, presented by LAFCU, Sept. 17-20**, and **LAFCU Heritage Fest, hosted by the credit union Sept. 25**.

While both events celebrate culture and connection, each has its own focus and host. **517 Hispanic Heritage Weekend** is a four-day celebration hosted by Ourspace Foundation that highlights the richness and diversity of Hispanic and Latino cultures. **LAFCU Heritage Fest**, held five days later at LAFCU's West Lansing branch, is the credit union's own multicultural celebration featuring traditions represented throughout the Greater Lansing community.

“LAFCU’s role in the community goes beyond providing financial services,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “We have a responsibility to help strengthen the communities we serve, and that includes supporting the cultures, businesses and traditions that make those communities vibrant. Presenting 517 Hispanic Heritage Weekend and hosting LAFCU Heritage Fest are two ways we can help bring people together, create greater understanding and celebrate the people who make this region what it is.”



Worship Without Words dancers bring energy and storytelling to the stage during the 2025 LAFCU Heritage Fest. The annual celebration returns Sept. 25, bringing the Greater Lansing community together through culture, connection and shared experiences.

517 Hispanic Heritage Weekend: Sept. 17-20

Presented by LAFUCU and hosted by Ourspace Foundation, the fourth annual 517 Hispanic Heritage Weekend will bring cultural experiences, local businesses, live entertainment, wellness programming and community connections to downtown Lansing.

Events will take place at Lansing City Hall, Lansing Shuffle and along Capitol Avenue in front of the Michigan State Capitol. The weekend is free and open to the public.



Dancers perform during the 517 Hispanic Heritage Weekend in downtown Lansing, celebrating the diverse cultures and traditions represented throughout the region. Presented by LAFUCU and hosted by Ourspace Foundation, the event runs Sept. 17-20, 2026.

“517 Hispanic Heritage Weekend is about celebrating the many cultures within our Hispanic and Latino communities while creating opportunities for people and businesses to thrive,” said Mikeyy Austin, founder and executive director of Ourspace 517. “LAFUCU’s support helps us create a larger platform for those

cultures, businesses and voices to be seen and celebrated, while bringing people together around culture, wellness, entrepreneurship and community.”

LAFUCU will also have a role in the weekend's programming. Luis Martinez, senior member service representative at LAFUCU and a Certified Credit Union Financial Counselor, will participate in the wellness and small-business panel during the Latino Business Conexión of Michigan event Thursday, Sept. 17. The discussion will include personal and financial wellness, entrepreneurship and business success.

The weekend includes:

- **Thursday, Sept. 17 — Latino Business Conexión of Michigan:** A business seminar and mixer from 5:30 to 8 p.m. at Lansing City Hall featuring a wellness and small-business panel, networking and conversations about personal wellness, financial wellness, entrepreneurship and business success.

- **Friday, Sept. 18 — Hispanic Heritage Dance Class & Mixer:** Free bachata and salsa lessons from 6 to 10 p.m. at the Lansing Shuffle patio, followed by open dancing, Latin music and DJ entertainment.
- **Saturday, Sept. 19 — A Taste of Hispanic Heritage Festival:** The weekend's main celebration from 3 to 10 p.m. along Capitol Avenue in front of the Michigan State Capitol, featuring more than 70 vendors and food trucks, live music, DJs, folklórico dancers, cultural performances, a Kidz Zone and live lucha libre wrestling.



Flags representing the diverse cultures celebrated during the 517 Hispanic Heritage Weekend line the streets of downtown Lansing. The 2026 event is presented by LAFUCU and hosted by Ourspace Foundation.

- **Sunday, Sept. 20 — Latin Jazz Night:** A live performance by Orquesta Ritmo, DJ entertainment and Latin jazz from 6 to 8 p.m. at the Lansing Shuffle patio.

The festival has grown from more than 1,100 attendees in its first year to approximately 5,000 last year. The main Saturday festival will showcase more than 70 Hispanic-owned and Hispanic-focused small businesses and vendors.

LAFUCU Heritage Fest: Sept. 25

Five days later, LAFUCU will host its own **LAFUCU Heritage Fest** from 11 a.m. to 4 p.m. Friday, Sept. 25, at its West Lansing branch, 106 N. Marketplace Blvd.

The free, family-friendly event celebrates the many cultures and traditions represented throughout the Greater Lansing community. Guests can enjoy cultural performances, live music, ethnic food, a bounce house, giveaways and activities for all ages. Attendees are encouraged, though not required, to wear traditional attire representing their heritage.

Now in its fourth year, LAFUCU 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.

For more information about **517 Hispanic Heritage Weekend**, visit 517HispanicHeritage.com. For information about **LAFUCU Heritage Fest**, 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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