**LAKE TRUST CREDIT UNION HOSTS STATEWIDE BOOK TOUR WITH**

**‘HAPPY MONEY HAPPY LIFE’ AUTHOR JASON VITUG**

*The collaborative tour spreads message of health, wealth and financial freedom at bookstores across the state*

**BRIGHTON, Mich.,** March 28, 2023—Lake Trust Credit Union (Lake Trust), a community-based credit union serving nearly 200,000 members and businesses throughout Michigan, is partnering with “[Happy Money Happy Life](https://www.phroogal.com/happy/)” author Jason Vitug to host a statewide book tour, spreading the message of health, wealth and financial wellbeing. The book tour will make several stops at Michigan bookstores between April 1 through April 5.

“As an organization with members across the state, we are thrilled to partner with Jason as he embarks on his journey of spreading joy and happiness in Michigan and nationwide. Like Lake Trust, Jason is deeply committed to helping others achieve financial wellbeing,” said Lake Trust President and CEO David Snodgrass. “A person’s financial wellbeing can greatly impact their mental and emotional health, and Jason’s book ‘Happy Money Happy Life’ does an incredible job of communicating that message. We look forward to connecting Jason with local communities to learn and celebrate these ideas together—bringing us all one step closer to financial wellbeing.”

During the tour, Vitug will visit bookstores across the state—reading excerpts from his book and signing copies for attendees. Free and open to the public, community members interested in attending are encouraged to reserve a spot at the links below. Tour dates and locations include:

* April 1 from 3-5 p.m. at Socialight Society in Lansing | RSVP: [bit.ly/42GOOgb](http://bit.ly/42GOOgb)
* April 3 from 6-8 p.m. at Brighton Coffee House and Theater in Brighton | RSVP: [bit.ly/3z4jHOb](http://bit.ly/3z4jHOb)
* April 4 from 5-7 p.m. at Hooked in Lansing | RSVP: [bit.ly/3TEsU9s](http://bit.ly/3TEsU9s)
* April 5 from 6:30-7:30 p.m. at Shuler Books in Ann Arbor | RSVP: [bit.ly/3JGgEjZ](http://bit.ly/3JGgEjZ)

In addition, Lake Trust has supported business owners in these communities by purchasing 900 copies of Vitug’s book from independent and locally-owned bookstores across the state including Hooked, Schuler Books, Socialight Society and 2 Dandelions.

“As a former credit union executive who continues to champion the credit union movement, it was easy to see that Lake Trust was the perfect partner to help me spread happiness in Michigan,” said Vitug. “I look forward to connecting with Michiganders and Lake Trust members, supporting their path to financial wellbeing and a healthy, wealthy and happy life.”

Vitug’s visit to Michigan is part of his “I Want to CU Happy Tour”—an epic nationwide journey with the goal of starting a national conversation on financial wellbeing. The tour is supported by credit unions across the country, helping Vitug connect with local communities in all 50 states.

Released earlier this year, “Happy Money Happy Life” breaks down Vitug’s multidimensional approach to financial independence. Throughout the novel, he emphasizes how eight dimensions of wellness—mental, emotional, physical, spiritual, social, occupational, environmental and financial—can transform a person’s relationship with money for a happier, healthier life.

To learn more about Vitug’s book and tour, visit <https://pages.laketrust.org/happymoney>.

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**About Lake Trust Credit Union**

Lake Trust Credit Union strives to support members and communities in their journey toward wellbeing. Lake Trust understands that harnessing the power in all of us is key to building stronger communities and helping Michiganders reach their goals. Lake Trust currently serves nearly 200,000 members—including both individuals and business owners—across the state of Michigan. With branches in more than 20 cities, towns and villages throughout the state, Lake Trust forges strong and enduring connections and is an integral and influential force for building stronger and healthier Michigan communities. To learn more, visit Lake Trust at [www.laketrust.org](http://www.laketrust.org).