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LAKE TRUST CREDIT UNION ANNOUNCES ACQUISITION OF A MAJORITY POSITION IN VIDEO & PHOTO PRODUCTION COMPANY MIXER MEDIA

'Mixer Media by Lake Trust,' will enhance Lake Trust's video and production capabilities and offer member benefits

BRIGHTON, Mich., Jan. 7, 2025 — Lake Trust Credit Union (Lake Trust), a community-based credit union serving nearly 200,000 members and businesses throughout Michigan, announced it is acquiring a majority position in [Mixer Media](#), a Brighton-based video and photo production company. In early 2025, the company will transition to “Mixer Media by Lake Trust.”

“As technology and media continue to evolve, so do the ways we can communicate with our members, partners and internal team. This acquisition will enable us to expand our efforts in content production and reach these stakeholders through new and diverse platforms,” said David Snodgrass, president and CEO at Lake Trust Credit Union. “Mixer Media has been a trusted partner of Lake Trust for many years and we welcome continued collaboration as we further expand our communications capabilities.”

The new partnership will create additional expertise and capacity to create short-form video content and photography. As part of the acquisition, “Mixer Media by Lake Trust” will become a Credit Union Service Organization (CUSO), a credit union-owned organization focused on providing services to credit unions or members of credit unions. In addition to providing services to Lake Trust, Mixer Media a division of Lake Trust will continue to serve its existing client base, and will also expand into providing media and production services to the credit union’s business members.

“Mixer Media has evolved exponentially since opening its doors over a decade ago. Our work with Lake Trust has been a point of pride for our team,” said Scott Mixer, owner and director of business at Mixer Media. “As a small business owner myself, I have connected with the journey of the small business owners we have had the opportunity to bring to light via video and photography and look forward to this new chapter in our partnership with Lake Trust.”

The Mixer Media team has extensive experience producing branded video content, case studies, social media content and beyond.

For more information, visit laketrust.org.

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About Lake Trust Credit Union

Lake Trust Credit Union strives to support its members, team 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—and has branches in more than 20 cities, towns and villages throughout the state. To learn more, visit Lake Trust at laketrust.org.

About Mixer Media

Mixer Media is a video production company based in Brighton, Michigan that offers a variety of services like recruiting videos, event production, social media content and B2B sales content to amplify the voices of the clients they service. To learn more, visit mixermedia.co.