

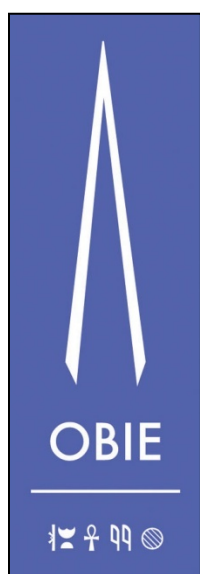
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Grand Rapids Agency Earns Gold OBIE Award for Art Everywhere US Public Service Campaign

Extra Credit Projects, with UK Agency, Honored with Multiple Awards



May 13, 2015 (San Diego, CA) – Extra Credit Projects (ECP) won a Gold OBIE Award at last night’s Outdoor Advertising Association of America’s (OAAA) 2015 OBIE Awards. The Grand Rapids-based ad agency, in partnership with UK agency 101, was recognized for the *Art Everywhere US* public service campaign, featured across America in August 2014.



The OBIE Awards are one of the oldest and most prestigious advertising programs, honoring creative excellence in out of home (OOH) advertising campaigns.

Art Everywhere US was a public celebration of great American art selected from five leading museums and exhibited on thousands of OOH advertising displays nationwide. OOH advertising displays included billboards, bus shelters, subway posters, and additional OOH formats. The concept was inspired by *Art Everywhere UK*, which featured English works of art on OOH formats throughout that country.

“*Art Everywhere US* was one of the most spectacular chapters in our industry’s long history of contributing its resources to public service,” said OAAA Chief Marketing Officer Stephen Freitas. “With the creative support of 101 and Extra Credit Projects, we were able to bring an astonishing survey of America’s artistic heritage directly to the people.”

101 and Extra Credit Projects also earned Finalist certificates for two *Art Everywhere US* executions – stairs at the New York Port Authority displayed Grant Wood’s iconic “American Gothic,” and the American Eagle Wall in Times Square featured multiple works of art, creatively

ECP also took home Silver for their Halloween-themed campaign for The Pump House Frozen Yogurt Bar in Grand Haven, MI.

The complete list of OBIE winners and finalists can be found at www.obieawards.org.

High resolution digital files are available for all OBIE winners by contacting Nicole Hayes at nhayes@oaaa.org or by calling (202) 833-5566.

OAAA is the national trade association for the out of home (OOH) advertising industry. Founded in 1891, the association represents more than 90 percent of the US industry based on revenues. OAAA is dedicated to leading and uniting a responsible OOH industry committed to serving advertisers, consumers, and communities. The OOH industry generates \$7billion annually in ad revenues and donates more than \$450 million in space each year. For more information, please visit www.oaaa.org.

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