



For Immediate Release
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O Come Let Us Restore Grand Rapids

GRAND RAPIDS, MICH — Not all is calm and bright for some men fighting addiction and homelessness in Grand Rapids.

In a year where everyone has been impacted by the COVID-19 pandemic, the need is greater than ever for these men. Guiding Light, in partnership with advertising agency Extra Credit Projects, has blanketed the region in messages to promote their unique mission and raise funds for their recovery, restoration and reintegration services.

The campaign utilizes out of home, radio and broadcast television. Click here to view the full campaign. To learn more about Guiding Light, visit www.guidinglightworks.org.

To learn more about this campaign or ECP, visit www.extracreditprojects.com or contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

