



For Immediate Release
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Grand Rapids Fights Dirty Annual event raises awareness for world water crisis

GRAND RAPIDS, Mich—In an effort to fundraise for clean water efforts in Rwanda, Grand Rapids' based international water charity, 20 Liters, partnered with local advertising and design agency, Extra Credit Projects (ECP), to Walk for Water.

The anticipated event was advertised in advance with a number of tactics, including outdoor, print collateral, apparel and alternative media.

The event on Saturday brought crowds of people to downtown's Ah-Nab-Awen, where participants began their 1.5 mile course along with Grand River. Those who walked were encouraged to bring a vessel to fill with water at the ¾ mile mark to experience the struggle of walking for water.

"We've been with 20 Liters from the start," said Rob Jackson, Creative Director and Principal of ECP. "It's a cause we care deeply about, and it's great to see so much of Grand Rapids rallying behind their efforts."

To learn more about 20 Liters, visit 20liters.org. For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

