



For Immediate Release
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Nine Gold and Seven Silver We're talking Addy awards, not Olympic medals

GRAND RAPIDS, Mich—Last week creative firm Extra Credit Projects (ECP) took home nine gold and seven silver American Advertising Federation Addy awards—coincidentally the same number of gold and silver medals the U.S. Olympic team won over the course of the 2014 Winter Olympics.

This was the third year in a row that ECP won the most awards at the annual Addy awards ceremony, with winning projects spanning across industries from Big Ten Medical education, regional rehabilitation care, Christian publishing and national public service campaigns.

In addition to the 16 Addy awards, ECP was also honored with two Judges' Choice awards, one for a Public Service Nelson Mandela Tribute campaign, and one for an Experiential Marketing untraditional tactic for the Mary Free Bed Rehabilitation Hospital groundbreaking.

"Some of our core beliefs were well represented through our clients—education, health, faith, and service—and that's our biggest reward," Rob Jackson, Extra Credit Projects' Principal and Creative Director said. "Awards like these don't make us lean back and rest on our laurels, but instead we are leaning forward and pushing to create even better work for these leading brands."

To see more award-winning designs from Extra Credit Projects, visit www.extracreditprojects.com. For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.