



For Immediate Release
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Little Campaign for a Big Cause

GRAND RAPIDS, Mich/LOS ANGELES, Cali—A little campaign can go a long way when Extra Credit Projects partners with Brave Beginnings to help premature babies survive and thrive.

Focused on ensuring that ventilators and life-saving neonatal equipment are always available to newborns in critical need, Brave Beginnings—in association with the Will Rogers Motion Pictures Pioneers Foundation—promotes their cause across a variety of platforms.

The 2017 campaign, which kicked off at the annual CinemaCon convention in Las Vegas, utilizes advertising in national publications—such as *BoxOffice Magazine* and *Film Journal*—as well as collateral pieces and kiosks to reach their audience.

For more information about this campaign, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com. To learn more about Brave Beginnings, visit www.bravebeginnings.org.

