



For Immediate Release
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Breakthroughs are Happening for MSU College of Human Medicine College announces research facility with billboard campaign

GRAND RAPIDS, Mich—To promote awareness and excitement over the newly approved \$85 million research facility at Michigan State University College of Human Medicine, Grand Rapids advertising and design firm, Extra Credit Projects (ECP), created a tease and reveal outdoor campaign across West Michigan.

The tease was posted in early January, and the reveal announcing the expansion debuted early February coinciding with the university's announcement.

The new building, which will take the place of the old Grand Rapids Press location, is expected to open by the end of 2017, with capacity to house 44 project investigator teams that will lead breakthrough medical research for the college. Learn more about the new project here [here](#).

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