



For Immediate Release
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First Steps for Kids, Giant Leaps for Kent County

GRAND RAPIDS, Mich—Kids come first in a new campaign for First Steps of Kent County that's making its way across Grand Rapids. The designs from local advertising agency, Extra Credit Projects (ECP), prominently feature the organization's mission of raising awareness and funding for agencies helping kids from birth through third grade.

The campaign has taken on a variety of mediums, including outdoor, bus sides, street banners, radio and untraditional guerilla signage on "first steps" around the city.

For more information about First Steps Kent County, visit www.firststepskent.org or For more information on ECP, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

