



For Immediate Release
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He Will Be Missed Nationwide tribute billboard honors Muhammad Ali

GRAND RAPIDS, Mich—A great legend was lost this past weekend with the passing of boxer and philanthropist Muhammad Ali. In conjunction with the Outdoor Advertising Association of America (OAAA), Midwest advertising agency Extra Credit Projects (ECP) quickly turned out this digital billboard design for country-wide download.

“We’ve seen it featured in Baton Rouge, Atlanta, Chicago, New York City, and of course, Grand Rapids,” said Rob Jackson, Creative Director & Principal of ECP.

The OAAA reports that the design was being downloaded “like crazy,” and will also be featured along on the processional route in Louisville on Friday.

For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

