



For Immediate Release
November 29, 2016

A Mary Little Billboard Campaign

Annual Mary Free Bed holiday billboards up across West Michigan

GRAND RAPIDS, Mich—With the holiday season upon us, Mary Free Bed Rehabilitation Hospital has once again sprinkled the West Michigan area with a series of seasonal billboards that not only promote the nation's fifth largest rehabilitation hospital, but also carry fun holiday wishes that captivate and amuse their audience.

This year debuted three designs from the minds of Midwest advertising agency Extra Credit Projects (ECP). Two simple text based designs bring attention to self-referral and the 125th anniversary. The third concept is two consecutive billboards featuring a rehabilitated snowman.

For more information about these billboards or the Mary Free Bed campaign, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

