



For Immediate Release
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Spartans Will Make a Statement with Extra Credit Projects.

EAST LANSING, Mich—In a fall semester campaign effort, Michigan State University and Midwest creative firm and advertising agency, Extra Credit Projects (ECP), work to bring the Spartans Will message to the masses.

Visitors to East Lansing will see part of this season's campaign on billboard designs on major highways. Other major tactics are graphics on Spartan Stadium, with messaging that ties MSU's research and discovery-driven mission to the environment, as well as elevator wraps, bench and trash can graphics, and selfie spots in the most photographic places around campus.

To see more from Extra Credit Projects, visit www.extracreditprojects.com. For more information about this campaign, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

