



For Immediate Release
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MSU Gran Fondo White Rider Brings The Message Home.

GRAND RAPIDS, Mich—In a promotional effort leading up to the third annual MSU College of Human Medicine Gran Fondo, creative firm Extra Credit Projects (ECP) brought the spirit of the skin cancer research cycling event to life with the tandem white rider.

The rider appeared in the weeks prior to the event, encouraging participants to write names, a sentiment, or sign in support of the people they “Fondo For.” The tandem then took off with other riders on Saturday, June 27, representing the millions of people affected by skin cancer, both globally and right here in West Michigan. View the video at, extracreditprojects.com/work/msu_gran_fondo.

To learn more about the Gran Fondo and MSU’s race against skin cancer, visit www.msugranfondo.com. For more about this campaign, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

