

Mary Trumps Murphy
Local rehabilitation hospital strikes again with summer billboards

GRAND RAPIDS, Mich-The latest iteration in a long-term billboard campaign for Mary Free Bed Rehabilitation Hospital has been spotted around Grand Rapids.

A hand scrawled "Mary" has replaced "Murphy" in "Murphy's Law," the old adage that anything that can go wrong, will. The play-on-phrase is followed up on askformary.com website: "Mary's Law: Anything that can go right, will." The design comes from local advertising agency, Extra Credit Projects.

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