



For Immediate Release
October 23, 2014

So Good It's Scary

Dangerously delicious yogurt ads get attention.

GRAND RAPIDS, Mich—For the past year, Midwest creative firm Extra Credit Projects (ECP) has helped to make a sweet name for start-up frozen yogurt parlor, The Pump House.

Its latest round of ghoulishly simple posters and ads? A Halloween teaser to get the taste buds begging for more.

To see more Pump House designs, or award-winning work from Extra Credit Projects, visit www.extracreditprojects.com. For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

