



For Immediate Release
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Spartans Will Take Over Campus MSU debuts latest extra credit projects

EAST LANSING, Mich—Michigan’s only land-grant university works every day to advance the common good in uncommon ways (msu.edu). With the goal of communicating this message to a trove of new undergraduates, alumni and sports fans, Michigan State University has collaborated with Grand Rapids based creative firm Extra Credit Projects (ECP) to bring new energy to their Spartans Will campaign just in time for the new school year.

Many new location-specific concepts are strategically placed throughout campus for maximum impact this fall semester. Visitors will find giant bridge graphics, jumbo lawn signs, and parking gate signs, as well as interior and exterior messaging at Spartan Stadium and Breslin Center.

And for all its real-world impressions, the messaging has struck a cord with Spartans on social media, who continue to capture and [upload images](#) of the campus tactics.

For more information, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

