



For Immediate Release
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Things Are Looking Hairy for the 2015 West Michigan ADDY Awards Local ad agency helps build excitement for annual award show

GRAND RAPIDS, Mich—West Michigan advertising and design firm, **Extra Credit Projects** (ECP) has been working their tails off to create a dog-show themed annual award show for the American Advertising Federation of West Michigan (AAFWMI). The award show, known as the ADDY's, is "the advertising industry's largest and most representative competition, recognizing and rewarding creative excellence in the art of advertising."

The integrated campaign uses a mix of social media, print collateral, digital outdoor, and guerilla tactics, such as rawhide bones, dog bowls, and fire hydrants urging entrants to "Mark Your Territory."

The show will be held on Thursday, February 26 at the Urban Institute of Contemporary Art. For ticket purchases and more information, visit aafwmi.org.

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