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Grand Rapids Keeps Getting Greater YMCA celebrates with 150th anniversary campaign

GRAND RAPIDS, Mich, September 26, 2017—This fall, the YMCA of Greater Grand Rapids commemorates 150 years of supporting youth development, healthy living and social responsibility.

In collaboration with Grand Rapids advertising agency, Extra Credit Projects (ECP), the sesquicentennial campaign launched across West Michigan this month with a number of billboards, street banners, interior tactics, web banners and oversized window graphics that can be seen from US-131. Watch the quick installation [video here](#).

“The campaign simply celebrates the past and present, and solidifies the Y’s place as a landmark institution of Grand Rapids,” said Rob Jackson, Creative Director and Principal of ECP.

For more information about the YMCA, visit ymcagr.org. For more information about this campaign, contact Extra Credit Projects at 616-454-2955.

