



For Immediate Release
May 29, 2015

ECP's Adventure Bible Campaign Jumps Off the Page New ads boost awareness of #1 bestselling children's bible.

GRAND RAPIDS, Mich—The Zondervan NIV Kids *Adventure Bible* has turned a new page with help from Midwest advertising and design agency, Extra Credit Projects (ECP). The Bible has gained traction with a print and digital campaign that combine imagery of biblical stories and children's life events that come to life through the *Adventure Bible*.

To learn more about the *Adventure Bible*, visit www.adventurebible.com. For additional information about ECP and this ad campaign, contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.

