



For immediate release
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MSU COLLEGE OF HUMAN MEDICINE GRAN FONDO GOES THE *EXTRA MILE*

GRAND RAPIDS, Mich—The inaugural Michigan State University College of Human Medicine [Gran Fondo](#) event was a grand success, and local firm, Extra Credit Projects (ECP), helped make it the rolling party of the summer.

[ECP](#) worked to create the identity, promotions and unconventional advertising tactics to promote the bicycling event. From green bicycles popping up around town to the well-anticipated commemorative jersey, the “little extra” the firm is known for was unmistakable as 1,500 riders registered—far surpassing the university’s goal of 500—and raising over \$50,000 for skin cancer research at MSU’s College of Human Medicine.

“With a client like Michigan State and a cause like skin cancer research, it wasn’t hard to go the extra mile,” said Rob Jackson, Principal and Creative Director at Extra Credit Projects.

The MSU Gran Fondo was the first of its kind in Grand Rapids. Riders enjoyed scenic rides through West Michigan on the 12, 40, or 80 mile routes. The event ended with a Gears for Beers “After Sparty” at the B.O.B., with food, drinks and live entertainment. For those who missed the event, donations for skin cancer research at MSU will be accepted until Monday, July 15. For more information about the event or how to donate, visit msugranfondo.com.

For more information about Extra Credit Projects, visit extracreditprojects.com, or email Rob Jackson at rob@extracreditprojects.com.