



For Immediate Release
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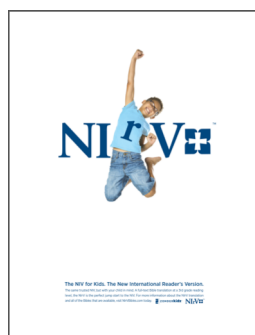
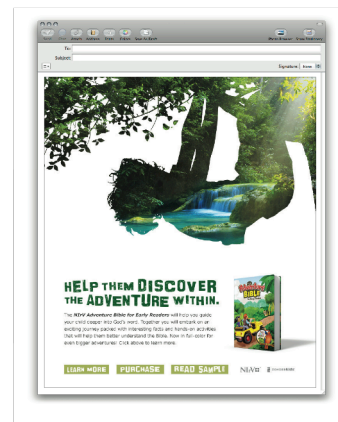
Helping Kids Find the Right Word

GRAND RAPIDS, Mich—Zondervan/HarperCollins Christian Publishing’s New International Reader’s Version (NIRV) and the NIRV Adventure Bible Collection are among the two most popular selling Bibles for kids thanks in part to the marketing efforts of the Midwest creative firm Extra Credit Projects (ECP).

Based on the New International Version (NIV), the NIRV presents the Bible in a language that is simple and easy to understand for kids. The Adventure Bible Collection presents the same NIRV translation in a hands-on, full color format that is even more fun for kids to read.

The integrated marketing and branding material for both the NIRV and the Adventure Bible Collection were developed by ECP. Both campaigns showcase the simplicity and brand clarity that has come to be associated with the work of ECP.

To learn more about Extra Credit Projects visit www.extracreditprojects.com or contact Rob Jackson at 616-454-2955 or rob@extracreditprojects.com.



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