



For Immediate Release  
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## Extra Credit Projects Heats Up against Climate Change

**GRAND RAPIDS, MICH**— Midwest advertising agency Extra Credit Projects (ECP) is bringing international awareness and creativity to climate issues through its partnership with Out of Home Advertising Association of America (OAAA) and EARTHDAY.ORG.

The campaign supporting EARTHDAY.ORG aims to engage people in conversation and action around climate restoration.

“We are at a critical moment in the now compressed timeline for solving the climate crisis and restoring the planet,” said Kathleen Rogers, President of EARTHDAY.ORG. “If climate change and COVID-19 have taught us nothing else, it is that we share this planet and that everything about our lives must be reimagined. From the food we grow, to how we interact with the other species on the earth, to what we teach our children, every human action can have a direct impact on our planet.”

April’s special edition of *USA Today* features a full-page Ad created by ECP, and the campaign can be seen on digital outdoor Ads coast to coast and internationally in Europe and across Africa. To view the 2021 Earth Day campaign creative, [click here](#).

For more information about this campaign, contact Rob Jackson at 616-454-2955 or [rob@extracreditprojects.com](mailto:rob@extracreditprojects.com). For more information about Extra Credit Projects visit [www.extracreditprojects.com](http://www.extracreditprojects.com).

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### About EARTHDAY.ORG

EARTHDAY.ORG’s mission is to diversify, educate, and activate the environmental movement worldwide. Growing out of the first Earth Day (1970), EARTHDAY.ORG is the world’s largest recruiter to the environmental movement, working with more than 150,000 partners in nearly 192 countries to build environmental democracy.

### About OAAA

The Out of Home Advertising Association of America (OAAA) is the leading national trade association representing the out of home advertising (OOH) industry across all creative formats including billboards, street furniture, transit advertising, and place-based media.