



For Immediate Release
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PrepNet Virtual Academy gets Some Extra Credit

GRAND RAPIDS, MICH — Coming off more than a year of interrupted schedules, online & off again classrooms, and overall unpredictable schooling, one of the big question's parents are facing is education options for their students. Midwest advertising agency Extra Credit Projects (ECP) recently launched a statewide summer campaign for PrepNet Virtual Academy, a division of National Heritage Academies.

"The timing is right and parents are looking for new post-pandemic options. You could say PrepNet Academy is the most innovative school you'll never step foot in. It's our goal to garner them the attention they deserve," says ECP Creative Director Rob Jackson.

Using simple messaging and iconography, this campaign can be seen on digital web, outdoor, and broadcast networks across the state, creating a multimedia campaign that's hard to miss.

Learn more about PrepNet Virtual Academy [here](#).

For more information about Extra Credit Projects, contact Rob Jackson at 616.454.2955 or rob@extracreditprojects.com.

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About National Heritage Academies

National Heritage Academies (NHA) is a charter school management company that operates 90+ schools across nine states serving over 60,000 students in kindergarten through 12th grade. PrepNet Virtual Academy provides an online school experience for students in grades k-12.

About ECP

Extra Credit Projects is an award-winning advertising and design agency that takes a simple creative approach to campaigns and always provides extra for its clients across multiple industries nationwide.