



For Immediate Release
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Extra Credit Projects Heightens Awareness of Homelessness in Grand Rapids

GRAND RAPIDS, MICH — Midwest advertising agency Extra Credit Projects (ECP) for client Guiding Light, are using traditional outdoor advertising in an untraditional way this giving season.

Drawing attention to the ever-growing homelessness problem in Grand Rapids, the billboard, which can be seen driving south on US-131 in downtown Grand Rapids, features actual tents installed across the platform to dramatize the current issue.

“While homelessness in Grand Rapids is no secret, those communities and conditions are out of sight for many in the city,” said Rick Iseppi, Senior Art Director at Extra Credit Projects. “We took a very literal approach to elevating the issue and bringing that reality front and center.”

The integrated campaign also includes broadcast and streaming TV, radio, and additional outdoor to bring attention to the programs and services offered by Guiding Light, as well as encourage donations to help Grand Rapids men.

“Guiding Light, in partnership with Mel Trotter Ministries, works year-round to help men get off the streets,” says Guiding Light’s Development Director Starla McDermott. “That work is especially important around the holidays, when so many of us turn to the comforts of family and home.”

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

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About Guiding Light Ministries

Guiding Light is a Grand Rapids based non-profit that helps men struggling with addiction and homelessness get off the streets and re-engage with the community through recovery programs.

About ECP

Extra Credit Projects (ECP) is a Michigan-based advertising and design agency known for their award-winning work in out of home advertising. ECP serves a variety of clients and cause based initiatives.

