



For Immediate Release
December 7, 2021

**Extra Credit Projects helps Mary Free Bed at Covenant HealthCare
open new hospital in Saginaw**

SAGINAW, MICH — The new Mary Free Bed at Covenant HealthCare rehabilitation hospital has officially opened in the Great Lakes Bay Region. In collaboration with their advertising agency, Extra Credit Projects (ECP), the two healthcare organizations held a virtual grand opening ceremony on Wednesday, December 1, at the new hospital location, 7000 Cooper Avenue in Saginaw, Michigan.

The event was promoted with out of home and digital advertising, and branded through invites, print materials, on-premise banners, giveaways and more.

“The event was better than spectacular, and much credit goes to the ECP team for making it so successful,” said Larry Daly, Director of Planning & Business Development/Community Health at Covenant HealthCare.

Mary Free Bed, a world-renowned rehabilitation hospital and long-time client of Extra Credit Projects, is headquartered in Grand Rapids, Michigan. They entered a joint venture partnership with Covenant HealthCare in 2018, and have been working to expand their available programs and services to the Great Lakes Bay Region.

Since the initiation of the collaboration, ECP has helped the two organizations find common ground in their promotional and branding materials, including spearheading the design and execution of the Foundation’s *A New Covenant* capital campaign, which successfully raised the funds required to build the new hospital.

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

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About Mary Free Bed Rehabilitation Hospital

Mary Free Bed Rehabilitation Hospital offers more than 100 specialized medical and sports programs and services for patients of all ages and diagnoses. With a mission to help restore hope and freedom, the organization has continued to expand over its 130-year history across Michigan and beyond, making it the largest non-profit rehabilitation system in the country.

About Covenant HealthCare

As the largest, most comprehensive health care provider in the Great Lakes Bay Region, Covenant HealthCare offers a broad spectrum of programs and services throughout their 20+ inpatient and outpatient facilities.

About Extra Credit Projects

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.