



For Immediate Release
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Billboards Use Bleak Winter Landscape to Communicate Hope

GRAND RAPIDS, Mich—The designs come from Midwest creative agency, Extra Credit Projects (ECP), and feature Mary Free Bed Rehabilitation Hospital’s mission of hope through the visual use of Michigan’s seasonal landscape.

“It’s an idea that Michiganders know so well,” said Rob Jackson, Principal and Creative Director of ECP. “These billboards communicate our brand message through relevance, timeliness and placement.”

Mary Free Bed Rehabilitation Hospital is also unique to the region’s medical landscape. As the nation’s fifth largest rehabilitation hospital, it’s a place for a variety of specialized services including brain and spinal injuries, strokes and orthopedic rehabilitation.

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