



**For Immediate Release**  
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### **Ferris students design identity for Fifth Third River Bank Run**

BIG RAPIDS – A team of seniors in the Visual Design and Web Media program at Ferris State University will share the spotlight this week when the components of the graphic program for the 2005 Fifth Third River Bank Run are unveiled in Grand Rapids.

The students developed the theme logo and its application to several items being used for the major sporting event. As designers of the event's identity, they will be featured unveiling the billboard design which will appear in Grand Rapids and on all main thoroughfares coming into the city.

In addition, the March 3 press conference being held by Fifth Third Bank and Loren Creative will reveal the design for the race day shirts. These shirts will be given to the 10,000-plus participants and will be seen all over the country and the world when the entrants return home.

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