

NEWS RELEASE

April 11, 2018

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LEGAL MARKETING ASSOCIATION CELEBRATES RILEY SAFER HOLMES & CANCELIA'S EXCELLENCE WITH 2018 YOUR HONOR AWARD

NEW ORLEANS — The Legal Marketing Association (LMA) has selected Riley Safer Holmes & Cancila LLP (RSHC) as the Second Place winner in the Communications: Holiday Mailings/Announcements category of the 2018 Your Honor Awards. The award was presented to RSHC for the Riley Safer Holmes & Cancila LLP First Holiday Card on April 11, 2018, at the LMA Annual Conference in New Orleans.

“It is such an honor for our 2016 holiday card to be recognized by the Legal Marketing Association,” said Therese Squillo, Director of Client Services and Marketing. “Winning this award demonstrates our firm’s teamwork, creativity, and commitment to excellence for our clients and our community, and the hard work we put in every day.”

The LMA Your Honor Awards program recognizes excellence in legal marketing by promoting projects and programs that showcase innovation and return on marketing dollar investment. A panel of expert judges awarded first-, second-, third-place and/or honorable mention in 16 categories, encompassing work related to business development, business of law, client services, communications, marketing management and leadership, and technology.

“The Your Honor Awards winners showcase the best in the legal marketing industry, from creativity and execution to achievement and overall excellence,” said Betsi Roach, LMA Executive Director. “LMA is proud to celebrate member achievements and highlight the brilliant work our community is doing, further affirming our position as a thought leader in the legal industry.”

Riley Safer Holmes & Cancila’s first holiday card provided the ideal project to help establish the firm’s brand and personality and serve as a uniquely RSHC commemorative item. Since its opening, the firm established a best practice of drawing and displaying professional caricatures of all attorneys and staff in their Chicago Break Room. These caricatures were the inspiration for a modern quilt holiday card that would showcase to clients the dedicated and diverse people who are the fabric of RSHC.

For a complete list of the 2018 International Your Honor Awards winners, visit www.legalmarketing.org. Learn more about **Riley Safer Holmes & Cancila LLP** at www.rshc-law.com.

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About Riley Safer Holmes & Cancila LLP

Riley Safer Holmes & Cancila LLP (RSHC) is a diverse national law firm of trial lawyers and transactional attorneys with offices in Chicago, San Francisco, New York, and Ann Arbor. The partnership team features leaders in many practice areas, including antitrust, business transactions, class actions, white collar, product liability, intellectual property, and general litigation. Diversity begins with the names on the door and extends through the partnership and associates ranks. RSHC is home to more than 70 lawyers, seven of whom are former federal and state prosecutors.

About the Legal Marketing Association

Founded in 1985, the Legal Marketing Association (LMA) is the universal voice of the legal marketing and business development profession, a community that brings together CMOs to entry-level specialists from firms of all sizes, consultants and vendors, lawyers, marketers from other professions and marketing students to share their collective knowledge. More than 90 percent of the largest 200 U.S. law firms employ an LMA member. Members at every stage in their career development benefit from participating in LMA's array of programs and services.

LMA has eight regions and dozens of local groups across the U.S. and Canada, and its more than 4,200 members hail from 49 U.S. states and 28 countries. For more information, visit www.legalmarketing.org. If you would like to connect with LMA regarding this press release or the Your Honor Awards, please contact Stephanie Kusibab of the Legal Marketing Association at (312) 673-5954 or skusibab@legalmarketing.org.