

## Press Release

### **Freeborn Wins Legal Marketing Association ‘Your Honor Award’ The recognition marks the second consecutive win for the firm**

**CHICAGO – April 21, 2015** – [Freeborn & Peters LLP](#) is pleased to announce that it has earned a Legal Marketing Association (LMA) “Your Honor Award” in the category of “Promotional/Collateral Materials – Newsletter or Alerts.” This marks the second consecutive year the firm has garnered a “Your Honor Award,” which recognizes excellence in the profession of legal marketing.

“Law firm marketing is always evolving,” said [Ian Turvill](#), Chief Marketing Officer at Freeborn. “It’s satisfying to know that Freeborn is seen as an innovator in the industry. We thank LMA for the recognition, as well as our agency partner – [Jaffe](#) – for their assistance in helping make this effort a success.”

The winning campaign, titled “The Freeborn Triple Crown,” represented the internal rollout of the firm’s community portal, a private website that will help the firm maintain and grow relationships between current attorneys and staff and firm alumni. The goal of the campaign was to encourage at least 80 percent of Freeborn’s approximately 250 attorneys and staff to begin using the site within just one month after launch. To achieve this buy-in, the firm collaborated with Jaffe’s creative and content strategists to develop a horserace-themed game that leveraged the firm’s unique cultural identity and core values. [Click here to learn more about the campaign and to view samples of the deliverables.](#)

LMA awarded “The Freeborn Triple Crown” second place in the 2015 competition. The firm previously won an honorable mention in 2014 in the category of “Recruiting” for its development of a video series featuring a number of the firm’s attorneys.

The Your Honor Awards are issued at the Legal Marketing Association Annual Conference. This year’s winners were selected through a rigorous judging process of more than 170 entries in 19 categories. From these submissions, the judges honored 51 firms with first, second, third place and honorable mention awards.

#### **ABOUT FREEBORN & PETERS**

Freeborn & Peters LLP is a full-service law firm, headquartered in Chicago, with international capabilities. Freeborn is always looking ahead and seeking to find better ways to serve its clients. It takes a proactive approach to ensure its clients are more informed, prepared and able to achieve greater success – not just now, but also in the future. While the firm serves clients across a very broad range of sectors, it has also pioneered an interdisciplinary approach that serves the specific needs of targeted industries, including credit unions, food, transportation, private equity and venture capital and insurance and reinsurance.

Freeborn is a firm that genuinely lives up to its core values of integrity, caring, effectiveness, teamwork, and commitment, and embodies them through high standards of client service and responsive action. Its lawyers build close and lasting relationships with clients and are driven to help them achieve their legal and business objectives.

For more information, please visit [www.freeborn.com](http://www.freeborn.com).

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