

## Press Release

### **Freeborn & Peters Receives Your Honor Award Recognition**

The firm was recognized by the national and regional chapters of the Legal Marketing Association

**CHICAGO – April 15, 2014** – A year ago, Chicago-based law firm [Freeborn & Peters LLP](#) set a goal to better share its core values – integrity, caring, effectiveness, teamwork and commitment – with the rest of the world. After undergoing a major rebranding effort, which included a new mobile-optimized website, a new logo and a shortened moniker (simply “Freeborn”), and developing a series of videos that capture stories that reflect the firm’s revised tagline (“Your Future Is Our Purpose”), the investment is paying off. The firm recently garnered a Your Honor Award - Honorable Mention from the national Legal Marketing Association for its video series in the category of “Recruiting.” The honor follows an LMA Midwest Your Honor Award win for “Identity,” which was given for the firm’s revised branded collateral.

“We are very pleased to be among the top of our peers when it comes to our branding and marketing efforts,” said [Louis Bury](#), the firm’s Executive Director. “It is important that our clients associate the firm with our core values, which guide all of our attorneys and staff in our day-to-day activities. These values are unique to our firm’s culture and reflect our dedication to excellent client service.”

Freeborn partnered with [Jaffe](#), a full-service legal marketing and PR agency, to develop the video series. The agency and the firm’s marketing team collaborated to identify stories reflective of the firm’s impact on its clients, its attorneys, its staff and its community. The videos premiered at the annual partner retreat in October 2013.

“I am extremely satisfied with the work of our outside vendors who helped invigorate our firm’s identity and messaging,” said [Ian Turvill](#), Chief Marketing Officer at Freeborn. “Internally, the videos have showcased our core values in action to our attorneys and staff, while our overall rebranding efforts convey to the marketplace a new chapter for Freeborn.”

Recognizing excellence in the legal marketing profession, the national Your Honor Awards winners were selected through a rigorous judging process of more than 200 entries in 19 categories. From these submissions, the judges honored 46 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 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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