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For more information and interviews, please contact: Kaye Communications, 561-392-5166

Jon A. Kaye, Kaye Communications, Inc., jkaye@kcompr.com, 561-756-3097-mobile

Bonnie S. Kaye, Kaye Communications, Inc., bkaye@kcompr.com, 561-756-3099-mobile



**LESSER LESSER
LANDY & SMITH PLLC**
ATTORNEYS AT LAW
- Established 1927 -

**PR NEWS TO PRESENT LESSER, LESSER, LANDY & SMITH, PLLC WITH ITS COVETED
LEGAL PR AWARD
FOR SOCIAL RESPONSIBILITY AND PHILANTHROPY AT NATIONAL PRESS CLUB IN
WASHINGTON, DC IN MARCH**

West Palm Beach, FL (February 14, 2011) -- *PR News* has selected the law firm of Lesser, Lesser, Landy & Smith, PLLC (LLL&S) as the recipient of the leading public relations industry trade publication's coveted 2010 LEGAL PR Award for Social Responsibility/Philanthropy. The award will be presented to LLL&S Managing Partner Gary Lesser and Partner Mickey Smith at the magazine's Annual CRS & Legal PR Awards Luncheon at the National Press Club in Washington, DC on March 8, 2011 in recognition of the Firm's ongoing efforts that support multiple causes and further achievement of the Firm's philanthropic goals. The annual event salutes the year's most outstanding communications initiatives and programs in the highly competitive and dynamic Corporate Social Responsibility and Legal PR arenas.

The Firm's entry entitled "**Business Builds Community, Community Builds Business**", reported a Firm investment in community of more than \$160,000 in donations and underwriting plus 2,500 volunteer/pro bono service hours performed by its boutique-size 26-employee firm in 2010. This ongoing initiative is borne from a dedication to a three-generation legacy of "give back" corporate responsibility and philanthropy that dates back to the founding of the law firm by Joseph H. Lesser in 1927. For more than 80 years, LLL&S has made community stewardship, advocacy, and philanthropy a key firm philosophy, mission, and integral business practice.

With corporate responsibility and philanthropy serving as the Firm's marketing cornerstone in securing its positioning as a premier personal injury firm in Florida, rather than an aggressive consumer marketing approach, LLL&S has solidly distinguished itself as a year round (not just project-focused) corporate role model in this area for those in the legal and business professions and the community-at-large. The Firm's attorneys are AV-

rated by Martindale Hubbell, the highest rating in ethics and legal ability, and its partners are continuously recognized annually as Legal Elite by *Florida Trend* magazine, with Managing Partner Gary Lesser inducted in 2010 into the magazine's Legal Elite Hall of Fame for being recognized as a Legal Elite for five or more consecutive years (there are only 56 lawyers selected in the State of Florida).

"Rather than spending significant dollars on a retail-selling type advertising on billboards, television commercials, or buying website banners that misrepresent and/or compromise the integrity and level of professionalism our Firm believes that attorneys should uphold, LLL&S instead invests in the communities in which we serve, building relationships and 'doing the right thing' on many levels for so many in need," said LLL&S Managing Partner Gary Lesser. He added, "Our primary involvement and stewardship are diverse, from pro bono services for the state prosecutor's office and serving on nonprofit boards, to chairing events and fundraising committees and advocating for high profile organizations, as well as championing lesser known, yet important causes."

According to the Firm's LEGAL PR Award entry, the Firm's investment in community and advocacy efforts in 2010 resulted in

- 1) an increase in new client cases by more than 62% over the previous year;
- 2) an increase in referrals by 15% over the previous year;
- 3) the revenue needed to purchase a new building for its location in Boca Raton;
- 4) recognitions and award presentations by several organizations for firm/principal leadership in community advocacy;
- 5) appointment of associates to several business and nonprofit boards of directors; and
- 6) news media coverage.

Lesser, Lesser, Landy & Smith, PLLC (LLL&S), the third oldest law firm in Palm Beach County, serves clients throughout Florida focusing on serious personal injury and wrongful death cases. Enjoying a reputation in the community for superior legal skills, hard work, client service, and high ethical standards, the Firm has obtained significant settlements and verdicts over the years and is well known to insurance companies and insurance defense lawyers as skillful advocates. Its partners and associates serve in leadership positions for The Florida Bar, and Palm Beach County and Martin County Bar Associations. Active in the community, LLL&S supports numerous charities, including Autism Speaks, United Way, Healthy Mothers/Healthy Babies, Jewish Federation of the Palm Beaches, and the Lupus Foundation of Palm Beach. For more information on LLL&S with offices in West Palm Beach, Boca Raton and Stuart, please call (561) 655-2028 or visit www.lesserlawfirm.com.

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