Wheeler Trigg O'Donnell

WTO Wins First Place Legal Marketing Association 'Your Honor' Award for Community Relations

News
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DENVER: The Legal Marketing Association (LMA) announced that the Denver law firm Wheeler Trigg O'Donnell LLP has won a first-place Your Honor Award in the community relations category in recognition of the firm's charitable Wheeler Trigg O'Donnell Foundation.

The Foundation provides opportunities and encouragement for current and former lawyers, staff, and their families and friends to build a caring community and to reach out to those in need outside of the firm with volunteer time and donations. The Foundation also conducts annual fundraisers and accepts donations on an ongoing basis that are used to fund community service projects and to match employees' donations to their chosen causes.

"You can't be a first-rate institution without looking out for your community, too," said Mike O'Donnell, the Firm's Chairman and the Foundation's President. "That is why the firm established a nonprofit charitable foundation in 2005."

Since it was founded, the Foundation has donated over $800,000 and countless volunteer hours to more than 100 nonprofit organizations. Over 80 percent of firm personnel

have volunteered time or donated money to the Foundation's causes. A representative sample of community service organizations that benefit from the Foundation include the Legal Aid Foundation, The Gathering Place, Denver Kids, Inc., the Denver Dumb Friends League, Reach Out and Read, Komen Denver Race for the Cure, and the American Lung Association. The Foundation also organizes drives among Firm personnel throughout the year to collect food, toiletries, and other essentials to donate to charity.

In addition to recognizing good works, the 2012 LMA award honors the firm's marketing communications initiatives which include a five-year review, a facebook launch, redeveloped website pages and internal communications sent regularly to: 1) inform the Firm's stakeholders of the Foundation's good works; 2) demonstrate the Firm's commitment to being socially responsible; and 3) show stakeholders the Firm cares about people inside and outside of the Firm.

As the only specialized international awards program in the legal marketing industry, the Your Honor Awards recognize creativity, execution, achievement and overall excellence in legal marketing. WTO was recognized with an award at the 2012 LMA Annual Conference in Dallas this month.

For more information, visit www.wtotrial.com or www.facebook.com/WTOFoundation

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