

Gardere Wynne Sewell Honored at LMASE With Two SELMA Awards

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DALLAS – An innovative advertising campaign and longstanding commitment to community service have earned Gardere Wynne Sewell LLP special recognition in the Legal Marketing Association’s 2008 SELMA Awards.

The firm received a first-place award for its innovative “They Call It/We Call It” advertising campaign during the association’s September convention in New Orleans. Additionally, the firm earned a second-place award in the area of public/media relations for its Gardere MLK Jr. Oratory Competition.

“We are very proud of these honors. Our advertising campaign accurately captures this firm’s position as a thought leader in the legal industry, and the Gardere MLK Jr. Oratory Competition is an excellent example of our commitment to the communities where we work,” says firm managing partner Steve Good. “It’s very gratifying to be singled out for recognition like this.”

The firm received international acclaim earlier this year, receiving 2008 Communicator Awards for its new print ad campaign and the oratory competition public relations package. The “They Call It/We Call It” advertising campaign illustrates Gardere’s ability to cut through hyperbole to present a no-nonsense approach to the practice of law.

Gardere introduced the Gardere MLK Jr. Oratory Competition 16 years ago in Dallas to celebrate the city’s diversity and promote awareness and understanding of different cultures. The event’s success led to the establishment of the competition in the firm’s Houston office in 1997. The oratory competition, which is held in conjunction with the national holiday recognizing the late civil rights leader, encourages the local community to remember and pay tribute to Dr. King’s leadership and legacy.

Gardere Wynne Sewell LLP, an AmLaw 200 firm, was founded in 1909 and is one of the Southwest’s largest full-service law firms. With offices in Austin, Dallas, Houston and Mexico City, Gardere provides legal services to private and public companies and individuals in areas of energy, litigation, corporate, tax, environmental, labor and employment, intellectual property and financial services.

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