



# Press Release

## **FOR IMMEDIATE RELEASE**

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## **Brown Rudnick Celebrates Earth Day by Signing Massachusetts Bar Association's Lawyers Eco-Challenge**

**Boston, MA, April 22, 2008** – Today, Brown Rudnick, a premier international law firm, celebrated Earth Day by becoming a signatory of the Massachusetts Bar Association's ("MBA") Lawyers Eco-Challenge. Launched in January 2008, the Lawyers Eco-Challenge is a collaborative initiative between the MBA and the Conservation Law Foundation encouraging the legal community to conserve energy and resources.

Brown Rudnick has been focused on climate change issues since 2005, when the firm established its Climate & Energy Group to assist clients with matters related to renewable energy project development and finance, cleantech, emissions reduction schemes and alternative energy sources. By becoming a Lawyers Eco-Challenge signatory, Brown Rudnick is taking its own best effort approach to implement green practices that will help combat global warming.

Brown Rudnick CEO Joseph F. Ryan commented, "Environmentalism is no longer a niche activity. Today, Fortune 500 global companies are leading green initiatives and the legal community must do its part. As a major Boston-based law firm, by signing the Lawyers Eco-Challenge, we are pledging our support of the MBA, and more generally, for green practices. To the extent possible, we plan to apply the MBA's recommended green practices to our other offices in Hartford, Providence, New York, Washington D.C. and London. We hope to set an example for other large and mid-sized law firms to be more environmentally conscious."

"It's gratifying to have so many large Boston law firms accepting our challenge to make the practice of law more environmentally friendly." MBA President David W. White Jr. said. "In recognition of Earth Day, I hope other firms across the state, from one-attorney offices to global organizations, will join us in our fight for a healthier environment."

According to Lawyers Accountable To The Earth ("LATTE"), each year the average U.S. lawyer uses one ton of paper -- the equivalent of 24 trees. By making small changes such as reducing paper consumption, the legal community can have a significant and positive impact on the environment.

Green Resources, Eco-Tips and other materials have also been developed and are available with the pledge, guidelines and a full list of pledge partners at [www.massbar.org/ecochallenge](http://www.massbar.org/ecochallenge).



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## **About the Massachusetts Bar Association**

Incorporated in 1911, the Massachusetts Bar Association is a non-profit organization that serves the legal profession and the public by promoting the administration of justice, legal education, professional excellence and respect for the law. The MBA represents a diverse group of attorneys, judges and legal professionals across the commonwealth. For more information, please visit [www.massbar.org](http://www.massbar.org).

The Conservation Law Foundation works to solve the most significant environmental challenges facing New England. CLF's advocates use law, economics and science to create innovative strategies to conserve natural resources, protect public health and promote vital communities in our region. Founded, in 1966, CLF is a non-profit, member-supported organization with offices in Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. For more information, please visit [www.clf.org](http://www.clf.org).

## **About Brown Rudnick Berlack Israels LLP**

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today's ever-changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Bankruptcy & Corporate Restructuring, Corporate & Securities, Intellectual Property, Finance, Real Estate, Energy, Government Law & Strategies, Complex Litigation and Health Law. For more information, please visit [www.brownrudnick.com](http://www.brownrudnick.com).

The Brown Rudnick Center for the Public Interest is a measure of the Firm's strong commitment to the community and serves as an umbrella entity encompassing the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit [www.brownrudnickcenter.com](http://www.brownrudnickcenter.com).

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