



**ILLINOIS STATE
BAR ASSOCIATION**

CONTACT:	CHRIS RUYS COMMUNICATIONS, INC. Chris Ruys (312) 337-7746 chris@chrisruys.com
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FOR IMMEDIATE RELEASE
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State Bar Association to Celebrate Law Day with Second Printing of “Legal Health Checkup”

SPRINGFIELD, IL — Timed to the 50th anniversary of Law Day on May 1, 2008, the Illinois State Bar Association (ISBA) will begin distributing 1.6 million copies of its 12-page consumer brochure titled “Legal Health Checkup.”

Initially published in 2007, the second printing has new articles on foreclosure and filing for bankruptcy as well as other articles on topics that include buying a home, legal protections for military personnel, divorce, patients’ rights and estate planning.

The brochure, which features the image of Abraham Lincoln with a stethoscope around his neck, will be inserted in 15 newspapers throughout Illinois in cities that include Chicago, Springfield, Belleville, Alton, Champaign, Bloomington, Carbondale, Danville, Decatur, Moline, Peoria, Quincy, Rockford, St. Louis and Joliet. The use of the Lincoln image has been used throughout the ISBA’s ad campaign with a message that reads: “Our state has a history of some pretty good lawyers. We’re out to keep it that way.” Lincoln practiced law for many years alongside of his successful political career.

Overseen by the ISBA Committee on Strategic Marketing for Illinois Lawyers, the ongoing campaign is aimed at building confidence in the legal profession and educating consumers about the value of hiring a lawyer. It directs readers to a new ISBA consumer-oriented Web site — www.isbalawyers.com — which has links to public information brochures, the ISBA’s online and phone lawyer referral services, and the referral services of other bar associations in Illinois.

Other components of the ISBA’s campaign include a newspaper advertising campaign with ads placed in 264 daily and weekly newspapers through the state, and coordination with ISBA public relations efforts to maximize public awareness of the campaign. In December 2007, the ISBA unveiled a member mark for use by attorney members to convey to the public the value of ISBA membership.

The Chicago firm & *Wojdyla*, headed by David Wojdyla, is the ISBA’s ad agency. Public relations services are provided by Chris Ruys Communications, Inc., of Chicago.

The 35,000-member ISBA, with offices in Springfield and Chicago, provides professional services to Illinois lawyers, and education and services to the public.

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Newspapers for ISBA Brochure/Advertising

Alton: Telegraph

Bloomington: Pantagraph

Carbondale: Southern Illinoisan

Champaign: News-Gazette, Accent

Chicago: Chicago Tribune; Red Eye

Danville: Commercial News
Decatur: Herald & Review, Prairie Shopper
Joliet: Herald-News
Madison/Monroe Counties: Journals
Moline/Rock Island: Dispatch
Peoria: Journal-Star
Quincy: Herald-Whig
Rockford: Register-Star
Springfield: State Journal-Register, Illinois Times
St. Louis: Post-Dispatch
Tinley Park: Southtown Star