

PRESS RELEASE

Contacts:

Chuck Brown / Ellen Blattel
Blattel Communications
415.413.4529 / 415.413.4521

chuck@blattel.com / ellen@blattel.com

Barbara Beerstein
THE CAMPAIGN for Legal Services
831.476.5939

Barbara.Beerstein@svcls.org

SILICON VALLEY CAMPAIGN FOR LEGAL SERVICES REBRANDS AS THE CAMPAIGN FOR LEGAL SERVICES

New Name Reflects Expanded Volunteer Opportunities and Programs

SAN JOSE, Calif., Feb. 24, 2015 – The Silicon Valley Campaign for Legal Services has changed its name to THE CAMPAIGN for Legal Services to better reflect its expanded opportunities for participation.

“Since our founding, we have been dedicated to assisting those organizations in the Silicon Valley that provide civil legal services to those in need. While in the beginning our efforts focused on a single campaign, we have since expanded to offer a variety of opportunities for giving and volunteering through additional programs such as our annual Bocce Ball Tournament, our Amicus Committee Associates Campaign and working with the SCCBA Probonomatch.org,” said Brendan P. Cullen of Sullivan & Cromwell LLP and THE CAMPAIGN’s Chair. “In rebranding the organization as THE CAMPAIGN, we demonstrate our commitment to serving as the Silicon Valley’s Legal Access Fund.”

The rebranding efforts will be celebrated at THE CAMPAIGN’s “Annual Celebration,” which will be held Feb. 25 from 6 – 8 p.m. at Facebook’s headquarters (1601 Willow Building Road Building 12 in Menlo Park). The event will feature a keynote presentation from the Hon. Peter H. Kirwan of the Superior Court of California, Santa Clara County. For more information, please visit THE CAMPAIGN’s new website at <http://thecampaignsv.org/>.

Founded in 1999, THE CAMPAIGN for Legal Services provides funding for legal assistance for low-income residents in the areas of housing, education, health care, family law and domestic violence, elder law, consumer protection, immigration, employment, and basic civil legal rights. For more information, please visit <http://thecampaignsv.org/>.

###