



Boughton Law Corporation wins 2010 HELM Award (Honouring Excellence in Legal Marketing)

Boughton Law Corporation was selected as the winner in the 'Marketing on a Shoestring' Category of the 2010 HELM Awards.

The HELM Awards, produced by the Vancouver Chapter of the Legal Marketing Association, is the only awards program of its kind in the British Columbia legal marketing industry and recognizes creativity, execution, achievement and overall excellence in legal marketing, business development and communications. A panel of independent judges selected winners in six categories.

The marketing team of **Boughton Law Corporation** won this prestigious industry award for its entry "Embracing Social Media." By embracing social media marketing as a communications tool, Boughton has successfully leveraged valuable, consistent and interactive dialogue between potential clients and professional networks. The use of social media is a highly cost effective way to connect the Firm with the greater community at large.

The award was presented to **Boughton Law Corporation** at the HELM Awards Luncheon held on November 25, 2010 at the Four Seasons Hotel Vancouver.

Visit the LMA Vancouver Chapter online at www.legalmarketing.org/vancouver to learn more about the 2010 HELM Awards.