

Lippes Mathias Receives Two Awards at PRSA Buffalo Niagara's 2024 Excalibur Awards



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Lippes Mathias today announced that its marketing and communications team has been honored with two bronze Excalibur awards by the Public Relations Society of America (PRSA) Buffalo Niagara Chapter. Recognized in the categories of Campaigns – Internal Communication and Tactics – Media Relations, the team’s submissions, “Operation Get Lippes Mathias to 5,000 LinkedIn Followers” and “Success in the Salt City: Media Relations for Lippes Mathias’ Combination with CCBLaw,” received awards for excellence in strategic communication.

The “Operation Get Lippes Mathias to 5,000 LinkedIn Followers” submission, entered in the Campaigns – Internal Communication category, detailed the firm’s efforts to promote and incentivize the use of LinkedIn’s “invite connections to follow” feature, encouraging employees to invite their connections to follow the firm’s LinkedIn page. The campaign’s ultimate goal was to reach and surpass the 5,000-follower mark on Lippes Mathias’ LinkedIn page. The “Success in the Salt City” submission, entered in the Tactics – Media Relations category, highlighted the team’s media relations efforts surrounding Lippes Mathias’ June 2024 combination with CCBLaw, a health law firm based in Syracuse.

This recognition marks the fourth consecutive year that Lippes Mathias’ marketing team has received awards at

PRSA Buffalo Niagara's Excalibur Awards. Lippes Mathias previously received Best in Show awards in both 2022 and 2023.

About Lippes Mathias LLP

Lippes Mathias is a full-service law firm with more than 200 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester, Syracuse, and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville and West Palm Beach, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, real estate developers, financial institutions, municipalities, governmental entities, and individuals.

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Related Team



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