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## **FOR IMMEDIATE RELEASE**

**Wednesday, June 8, 2022**

### **THE VLP ANNOUNCES NEW NAME, NEW BRAND, AND RENEWED MISSION**

**Brooklyn, New York** -- The Brooklyn Bar Association Volunteer Lawyers Project announces that as of Wednesday, June 8, 2022 the organization's new name is Access Justice Brooklyn.

Founded in 1990 to help close the gap in legal resources and representation in the borough, the Brooklyn Bar Association Volunteer Lawyers Project has always been — and always will be — a pioneer of contemporary pro bono models and a progressive force in the community. Its small staff and dedicated volunteers have been helping neighbors for more than 32 years, and the impact of the organization's work can be seen in the legal results it has achieved for the Brooklyn community.

Still, systemic barriers to the legal process remain, leaving neighbors with low incomes — especially in marginalized communities — to face legal challenges alone. This, in part, is why the Brooklyn Bar Association Volunteer Lawyers Project is now Access Justice Brooklyn.

Reflecting on the launch of the new brand, Heidi Lee Henderson, Access Justice Brooklyn president & chief executive officer shared the following:

*"I am incredibly excited that we are now Access Justice Brooklyn — a name that reflects our vision of an equitable Brooklyn where everyone knows their rights and has access to legal support. Our new brand and brand strategy positions us to better serve our clients and support our volunteers, and highlights the role that everyone has in ensuring that the justice system is accessible to all. With our new identity and name, we are poised to make an even greater impact throughout Brooklyn."*

The new brand is the result of thoughtful collaboration over many months with Big Duck, a cooperative communications firm that works with nonprofits to strengthen their brands. Staff and board worked closely with them for more than a year to develop a brand strategy, new name and visual identity, and messaging platform that reflect the foundational ideas of the organization.

Board chair and rebranding working group committee member Lynn Judell provided the following thoughts on the organizational transformation:

*"Our transformation to Access Justice Brooklyn is a culmination of a year-long effort to ensure that our name accurately reflects our critical work and our core values. I am grateful for the*



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*tireless efforts of our staff and board not only for their work on this rebranding project, but for their continuing and unwavering commitment to serving our Brooklyn neighbors in need. It is a constant source of pride, joy, and honor to chair the board of Access Justice Brooklyn – I cannot wait to see what the future holds for this amazing organization.”*

Steering Access Justice Brooklyn into its next chapter are the following board members: Lynn E. Judell, Schwartz Sladkus Reich Greenberg Atlas LLP, Chair; Lawrence F. DiGiovanna, Abrams Fensterman, Vice Chair; Scottye Lindsey, Santander Bank, Treasurer; Stephen Z. Williamson, Law Office of Stephen Z. Williamson, P.L.L.C., Secretary; Daniel Angel, Gibson, Dunn & Crutcher LLP; Elena Bonifacio, Google; Lisa Braun, PwC; Caroline Conway, Stonepeak Infrastructure Partners; Elizabeth Dank, TikTok; Brian Fryd, Cornerstone Research; Jeffrey B. Gewirtz, BSE Global; Adam B. Gilbert, Nixon Peabody LLP; Heidi Lee Henderson, Access Justice Brooklyn; Alexander Kaplan, Oppenheim + Zebak, LLP; Colin S. Kelly, Fried, Frank, Harris, Shriver & Jacobson LLP; Mark Lande, Island Capital Group LLC; Samuel O. Maduegbuna, Maduegbuna Cooper LLP; Thanya Polonio-Jones; Lee Popkin, Proskauer Rose LLP; Lydia Keaney Reynolds, FARFETCH; Adam Shepherd, Macquarie Group; Michael Watson, Ford Foundation; and Steven Zelkowitz.

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### **About Access Justice Brooklyn:**

Access Justice Brooklyn partners with compassionate pro bono attorneys to provide high-quality, civil legal services that help ensure equal access to the legal system. The organization’s approach prioritizes the most basic, essential elements and experiences of human life, including housing, family stability, and subsistence income. Its proven pro bono model — recruit, train, supervise, and support — also provides flexibility to address new legal issues as they emerge. Everyone, whether an attorney or not, has a role to play in expanding access to justice. Visit [www.accessjusticebrooklyn.org](http://www.accessjusticebrooklyn.org) or email [info@accessjusticebk.org](mailto:info@accessjusticebk.org) to volunteer, donate, or find other ways to get involved.

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