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**FIRM LAUNCHES YEAR-LONG CAMPAIGN TO ENCOURAGE AND EMPOWER LEGAL COMMUNITY TO GIVE BACK THROUGH NEW CAMPAIGN “GENERATION GENEROSITY”**

*Akina Corporation Shows its “Heart” for Attorneys Through Support of Chicago Public Art Exhibit, “Hearts a Bluhm”*

**Chicago, Ill. (February 1, 2011)** – Lawyers are the punch line of countless jokes and are often widely perceived as a pretty unlovable bunch. With a heartfelt desire to help attorneys address these negative stereotypes, Chicago-based Akina Corporation ([www.akina.biz](http://www.akina.biz)) is launching a rather unusual new campaign which aims to reset the nation’s conversation about lawyers through encouraging acts of philanthropy and generosity.

As a leading firm in the legal and legal marketing community for the past decade, Akina Corporation has built its successful consulting practice on helping lawyers and corporations build strategic and lasting relationships. In recognition of the firm’s 10<sup>th</sup> anniversary in April, Akina’s “Generation Generosity” campaign hopes to empower attorneys to understand the incredible impact of simple acts of generosity.



Akina’s first effort is in support of “Hearts a Bluhm” – a heart health awareness initiative of Chicago’s Northwestern Memorial Hospital’s Bluhm Cardiovascular Institute and Columbia College Chicago. For the entire month of February – American Heart Month – 100 giant 5-foot acrylic hearts will “bloom” along the parkways on Michigan Avenue to raise awareness of heart health. The heart sculpture sponsored by Akina,

on display in front of Chicago’s historic Wrigley Building the entire month of February, will highlight the firm’s affection for lawyers and showcase its commitment to social good with its “I (heart) lawyers” pop culture bumper sticker design.

“Our support of Hearts a Bluhm sets in motion a year’s worth of activism for social change within the legal community,” said Deb Knupp, partner at Akina Corporation. “We hope Generation Generosity

inspires attorneys and the clients they serve to understand it often takes one act of kindness or philanthropy to make a major impact.”

Akina is committed to helping impact the way lawyers experience themselves and, in turn, the way the world experiences lawyers. By understanding and discussing larger truths and common misconceptions, Akina believes that attorneys can build bridges with the community instead of reinforcing negative perceptions.

“We believe that lawyers are central to the history of society and social good, yet sadly that is not the public’s perception,” said Alycia Sutor, partner at Akina Corporation. “Starting this month, we are inviting the legal community to rethink what it means to be a lawyer and what is possible when we pursue making law firms a place where the public turns for service, where employees want to work, and where leaders aspire to serve a bigger calling in their communities and families.”

Each month, Akina will announce a new way that the law community can encourage generosity and will highlight its unique purpose at [www.generationgenerosity.org](http://www.generationgenerosity.org).

“Generation Generosity is kindness with an aptitude for social change,” said Tracy LaLonde, partner at Akina Corporation. “Nothing important in the world today is done without the support of a lawyer. Through this campaign, we want lawyers to ask themselves, ‘What does it mean to be a lawyer?’ and ‘Why does it matter?’ and then make proactive steps toward the public through generous acts.”

### **Akina Corporation**

Established in April 2001, Akina Corporation (40 E. Chicago Ave., in Chicago, Ill.) is a consulting firm that believes successful selling, both externally and internally, is a natural outcome of building authentic relationships in which one person identifies and solves another’s problems. Akina works with law firms and corporations to offer a refreshing path to business generation that is built on intentionality, authenticity and service.

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