



Counsel Financial Supports Community by Competing in J.P. Morgan Corporate Challenge®

Financing company committed to serving law firms and the local area

Counsel Financial, the nation's largest commercial lender exclusively to the plaintiffs' bar, is set to participate in the [J.P. Morgan Corporate Challenge®](#) in Buffalo, New York on June 23, 2016. This year marks the 40th consecutive year of the running event hosted by J.P. Morgan Chase & Co., which is held annually to promote corporate teamwork, camaraderie and local business communities. The 3.5-mile race will draw over 10,000 participants from close to 400 companies in the Western New York region to Delaware Park and is one of 13 in the bank's running series that spans seven countries and five continents.

[Counsel Financial](#) has gathered a team of runners, along with numerous colleagues and family members as spectators, to not only foster teamwork and fitness within the company, but also to demonstrate its commitment to promoting growth and development in Upstate New York. The company took particular interest in this year's event after J.P. Morgan announced it would donate a portion of the race proceeds to the [Say Yes Buffalo](#) partnership. Counsel Financial firmly believes in Say Yes Buffalo's mission, which is to strengthen the Western New York economy by investing in the education of the region's future workforce. The primary goals of the partnership are to convene the school district, parents, teachers, administrators, state, city and county governments, higher education, community based organizations, businesses and foundations to increase high school and postsecondary completion rates.

Kim Gomlak, Counsel Financial's team captain, stated, "The race is just one of many opportunities our company takes to foster employee involvement in the community. We have a great group of people always ready to take part in activities outside of the workplace and participate in a little friendly competition."

About Counsel Financial

Counsel Financial is the largest provider of working capital lines of credit to plaintiffs' attorneys in the industry, having loaned over \$1.5 billion exclusively to plaintiffs' attorneys in its 15-year history. Counsel Financial sets the standard for innovation and flexibility in its loan offerings, structuring terms that are conducive to the unique demands of contingency-fee practices. Leveraging 200+ years of internal legal experience, Counsel Financial has financed the growth of firms in every area of plaintiffs' litigation, including personal injury, mass torts, class action and labor and employment. The company is exclusively endorsed by six national and state trial organizations, including the American Association for Justice and The National Trial Lawyers.



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