

FOR IMMEDIATE RELEASE

Contact: Nancy B. Reiner, Co-founder
Green Pro Bono, Inc.
Phone: (617) 510-1533
info@greenprobono.org

GREEN PRO BONO, NATION'S FIRST NONPROFIT DEDICATED TO PROVIDING FREE LEGAL AID FOR CLIMATE CHANGE INITIATIVES

BOSTON, Ma June XX, 2010 – Green Pro Bono recently launched as the nation's first pro bono initiative dedicated solely to matching volunteer attorneys with green social enterprises and non-profit organizations. Green Pro Bono arranges free legal expertise for groups and individuals that are working to reduce climate change but cannot afford legal assistance. Green Pro Bono provides greater access to the often-daunting legal system for social entrepreneurs and non-profit organizations in this area of critical importance.

“Green Pro Bono has been amazing for us. Thanks to Nancy Reiner and her team, we were swiftly connected with a top-notch law firm in Boston with the expertise to address our unique challenges as a website, hosting reviews of major corporations,” explained the Executive Director of Citizen's Market Stéphane de Messières. Citizen's Market empowers consumers to shop responsibly. The entrepreneur developed a smart phone application that scans a product's bar code, and while shopping, the user can view crowd-sourced information about the company's environmental and social behavior. Legal expertise in Internet and new media law was needed, however. “Now we have robust policies governing our site, and we're preparing the legal groundwork to publish our code as an open-source project,” said de Messières. Many social entrepreneurs have creative ideas in renewable, affordable and clean sources of energy, energy efficiency, protecting rainforests and sustainable uses of land, and other innovative projects, but cannot afford legal fees. Green Pro Bono helps non-profits and social entrepreneurs determine their legal needs and provides access to specialized attorneys.

EGG-energy, whose mission is to bring affordable and clean power to communities in the developing world, currently offers electricity to homes in Tanzania, using portable, rechargeable batteries to replace the carbon emitting kerosene. EGG-energy is operating on a shoestring budget, and the need for legal services dominated their agenda. Jukka Valimaki, co-Founder and Director of EGG-energy, noted, “Thanks to Green Pro Bono, we realized the tremendous benefit of getting quality pro bono help from a major law firm. This allowed our limited funds to go toward accomplishing our objectives in Tanzania instead.”

“The response from such a large number of committed attorneys and volunteers has been gratifying. People really want to give back to the community in a way that matters,” explained Nancy Reiner, Co-founder of Green Pro Bono and Executive Director of Counsel On Call. “Their involvement in Green Pro Bono and their interest in solutions to climate change have provided them an outlet for that passion.”

Ropes & Gray, Sherin & Lodgin, Goodwin Procter, Adorno & Yoss, and Nixon Peabody are among the firms that are providing pro bono services. Groups or individuals interested in being matched with a lawyer or attorneys who would like to provide pro bono assistance in the climate change area, please visit www.greenprobono.org or email Green Pro Bono at info@greenprobono.org.

ABOUT GREEN PRO BONO

Established in late 2009, Green Pro Bono believes that immediate action is required to address climate change and that attorneys have an excellent opportunity to make an important impact. Green Pro Bono was co-founded by Nancy Reiner, the Executive Director of Counsel On Call and former Partner at Brown Rudnick; Dianne Callan, a former VP & General Counsel of NMS Communications Corp; Paul Schwartz, a Partner at Goodwin Procter; and Christopher Mirabile the Founder & Managing Director of Race Point Capital Group LLC, and former CFO and General Counsel of IONA Technologies PLC. Green Pro Bono has also recruited several volunteers who are helping the organization.