

For Immediate Release

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Edwards, Kenny & Bray LLP Rebrands as EKB
Celebrating 50 Years of Professional Excellence in Business Law

On its 50th anniversary, Vancouver-based law firm Edwards, Kenny & Bray LLP is pleased to re-introduce itself to the market as EKB. One of British Columbia's most respected law firms, EKB is known for its business acumen and its unparalleled client service.

"We're not just lawyers. We know how business is done in B.C.," says Peter Brown, Co-Managing Partner. "For 50 years, when our clients have been faced with business challenges, they've turned to us for sound, practical and innovative legal advice."

EKB began in 1965 as a partnership between the Honourable Jack T. Edwards and the Honourable John Bouck, who were both later appointed to British Columbia's Supreme Court. They were then joined by Brenton D. Kenny Q.C., who remains Associate Counsel with the firm, and Ronald C. Bray. Over the years, EKB lawyers have built long-term personal relationships with clients, becoming trusted advisors who provide valuable and strategic advice.

EKB's new brand identity and its updated and approachable logo were developed as a reflection of the creativity and the practicality of the firm's approach. With a mission to provide first-rate client service, EKB aims to maintain its tradition of excellence - and its reputation as one of British Columbia's premier business law firms - for another 50 years.

"We know how to get business done in a way that benefits the whole of British Columbia," says Brown. "We take care of our clients and our community."

For more information please go to EKB.com or contact Lynn Foley, Partner, fSquared Marketing at (604) 343-2758.

About EKB

Vancouver-based EKB (legal name Edwards, Kenny & Bray LLP) provides a full range of legal services to companies doing business in British Columbia, with an emphasis on aviation, commercial real estate, credit unions, family enterprises, natural resources and pharmacy. The knowledge and wealth of experience of their lawyers enables EKB to offer focused, sound advice and innovative, practical solutions to their clients' legal issues.