



Legal Education  
Society of Alberta

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**LESA.org**

**FOR IMMEDIATE RELEASE**

## **LESA Wins International Award for Outstanding Achievement**



The Legal Education Society of Alberta (LESA) received the international Association for Continuing Legal Education's (ACLEA) 2016 award for Outstanding Achievement in Marketing for the LESA Library. This award is one of only 21 annual awards granted to competitors representing more than 300 organizations.

The LESA Library is LESA's premier educational product and is developed and maintained by leading practitioners in various areas of law. This convenient, subscription-based online resource provides substantive legal information, fillable forms, and practice management tips. The LESA Library also includes content from LESA's practice manuals and fundamentals series as well as hundreds of downloadable seminar papers.

The LESA Library was launched in September 2014 with a full information and marketing campaign in 2015. Several communications efforts coincided with the launch including an introductory video, a dedicated landing page ([LESA.org/Library](http://LESA.org/Library)), promotional print materials, direct marketing, and social media campaign.

ACLEA's annual Best Awards are highly competitive and the winners of these awards represent high level achievement by all staff and volunteers involved. ACLEA formally presented the award to LESA at the Annual Meeting of ACLEA in Seattle, WA on August 2, 2016.

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### **About LESA**

Founded in 1975, LESA delivers face-to-face legal education and educational resources to the entire spectrum of Alberta's legal community. While LESA's content, delivery, and educational methodologies have evolved over time, its essential function has not. LESA remains the lifelong partner of the legal profession in a common pursuit of continuing legal excellence. For more information visit [LESA.org](http://LESA.org).

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