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*For immediate release*

## **HARPER GREY LLP LAUNCHES CRITICAL INJURY MICROSITE**

**Harper Grey's Critical Injury microsite delivers  
user-friendly experience with enhanced functionality**

VANCOUVER, B.C., CANADA – Harper Grey's Critical Injury Group recently launched its redesigned microsite: [www.criticalinjury.harpergrey.com](http://www.criticalinjury.harpergrey.com). The main goal of the redesign was to enable visitors to get a better feel for the firm and how they can help. The Critical Injury Group is as caring as it is experienced; their lawyers are connected and community-minded. The microsite highlights the depth of the firm's experience and the collaborative approach they take to supporting critically injured clients in their recovery.

The microsite was redesigned to be faster and easier to scan, read and navigate. It delivers rich content and features clients experiences and an inspirational blog where stories are provided that fit into the core principals of the Critical Injury Group: rehabilitate, motivate and succeed. The responsive design dynamically resizes providing an optimal experience for smartphones, tablets, laptops and desktops. The new microsite also makes it easy for visitors to share content to their preferred social media and connect with the firm on Twitter and LinkedIn.

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“Certainly our redesigned Critical Injury microsite conveys our deep expertise in insurance and health law, our collaborative approach and the substantial resources we are able to make available to our clients to ensure that all of their care needs are met,” said Michael Thomas, Chair of the Critical Injury Group, “but more importantly, it conveys how we take a personal interest in each of our clients. We believe it is our depth of relationships with our clients that sets us apart.”

The microsite also offers direct access to the firm’s Canadian Insurance Law Blog, the premier database and index for leading substantive cases involving insurance law in Canada.

### **About Benchmark**

The Benchmark Canada Guide is a publication dedicated to covering litigation trends, firms and practitioners across Canada. The rankings and awards shortlists result from the culmination of a six-month research period where researchers conduct extensive interviews with litigators and their clients to identify the leading litigators and firms. During these interviews, researchers examine recent casework handled by law firms and ask individual litigators to offer their professional opinions on peers. Firms cannot pay to be recommended for the Guide. Recommendations are based on interviews with the nation’s leading private practice lawyers and in-house counsel. Benchmark Canada is the only publication on the market to focus exclusively on Canadian litigation practices.

### **About Harper Grey LLP**

One of the leading regional law firms in western Canada, Vancouver’s Harper Grey LLP has a distinguished history that goes back more than 100 years. It is one of the most

well-established law firms in BC and has an exceptional reputation. Harper Grey is committed to delivering the highest quality legal work and counsel and many of their lawyers are considered among the top practitioners in their areas of expertise.

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