

Tully Rinckey PLLC Supports Attorney's Memorial Ride for Friend

Firm's "Jeans and Sneakers" Initiative Donates to Ride for Roswell

Tully Rinckey PLLC Associate Lori Hoffman Prepares for the 2014 Ride for Roswell

July 7, 2014 – BUFFALO –Tully Rinckey PLLC recently supported one of its Buffalo attorneys who, while initially intending to participate in this year's Ride for Roswell event in honor of a friend fighting cancer, ended up riding in that person's memory days after she succumbed to her illness. Using funds from the full-service law firm's "Jeans and Sneakers" initiative, Tully Rinckey PLLC sponsored Associate Lori A. Hoffman's participation in Roswell Park Cancer Institute's annual fundraising bike-a-thon the weekend prior to the July 4 holiday. Ms. Hoffman, a criminal defense attorney, completed the 20-mile bike ride in memory of her friend, Debbie Finger, who had died on June 23. It was Ms. Hoffman's second year participating in Ride for Roswell – and the second year the firm used "Jeans and Sneakers" funds to sponsor her. Ms. Hoffman also rode in honor of her father, John Hoffman, a cancer survivor, who had received life-saving treatment at Roswell. This year, Ms. Hoffman was admitted to the Ride for Roswell's Extra Mile Club because she went the extra mile and raised over \$1,000 for the event. In February 2010, Tully Rinckey PLLC adopted a Friday dress down option, dubbed "Jeans and Sneakers." Under this initiative, employees are allowed to wear jeans and sneakers to the office on Fridays in exchange for a \$1 donation for each apparel item. The firm matches these employee donations dollar-for-dollar. Over the past four years, the "Jeans and Sneakers" initiative has driven almost \$16,000 in donations to dozens of employee-nominated organizations, such as Western New York Heroes in Williamsville, City Mission of Schenectady, the Albany Housing Coalition, Trillium Health in Rochester, and Helping Hounds Dog Rescue in Syracuse. To speak to Lori Hoffman, or for more information, please contact James Schlett at (716) 439-4700 or at jschlett@1888law4life.com