



FOR IMMEDIATE RELEASE
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**LOCAL LEGAL WATCHDOGS LAUNCH CONSUMER CAMPAIGN TO MARK
NATIONAL LAWSUIT ABUSE AWARENESS WEEK**

AUSTIN, TX –Citizens Against Lawsuit Abuse (CALA) organizations across the state will engage Texas consumers as part of the CALA’s “It Starts With You” campaign to recognize the nationally-celebrated “Lawsuit Abuse Awareness Week” (LAAW), dedicated to educating citizens about the cost and consequences of lawsuit abuse.

“Even in a state known for embracing legal reform, LAAW is a great time to remind people that we all suffer when our legal system is abused. Courts become clogged with frivolous lawsuits, and ultimately the cost of these expensive lawsuits gets passed down to the consumer,” said Jennifer Harris, spokesperson with CALA of Central Texas.

During LAAW, which runs Oct. 7-11, CALAs across the state will engage consumers with a public education campaign that includes a 60-second radio spot airing on stations across the state, billboard advertising, a social media campaign, and the promotion of a legal consumer guide to help consumers know their rights and make smart choices when they hire a lawyer or consider filing a lawsuit.

“Our ‘It Starts With You’ campaign is designed to remind Texans that they play an important role in stopping lawsuit abuse and ensuring our courts are used for justice, not greed,” said Gary Bradford, Chairman, Bay Area CALA. “While Texas has enacted strong lawsuit reforms, we also know that you can’t legislate personal responsibility. It’s up to us to be smart legal consumers, show up for jury service and call out legal abuse when we see it.”

Added Febe Zepeda, with the Rio Grande Valley CALA, “Our state was once widely regarded as the Wild West of lawsuit abuse, and some personal injury lawyers bragged that they could win big money in Texas courts, especially in the Valley. We’ve come a long way since then, but lawsuit abuse still exists, and it’s up to all of us to stop it.”

“If each citizen would take personal responsibility for his or her own actions, it would go a long way to curbing lawsuit abuse,” said Diane Davis with East Texans Against Lawsuit Abuse. “Too frequently, we pass along the responsibility for keeping our legal system fair, and we don’t ‘walk the walk’ when it comes to doing our part to stop lawsuit abuse,” said Diane Davis with East Texans Against Lawsuit Abuse.

An audio file of the radio message for the “It Starts with You” campaign can be accessed [here](#). The legal consumer guide is available online [here](#).

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About CALA

With more than 25,000 supporters, Citizens Against Lawsuit Abuse (CALA) is a community-based, grassroots movement dedicated to educating the public about the cost and consequences of lawsuit abuse, challenging those who abuse our legal system, and returning common sense and fairness to our courts. Launched in Texas’ Rio Grande Valley in 1990, the CALA movement has spread throughout the state, with chapters in East Texas, Central Texas, Corpus Christi, as well as the Valley, and across the country.