

**For Immediate Release**

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## **Chicago Attorney Reaches Out to Same Sex Couples with Provocative New Billboard Advertisement: "How Civil Is Your Union?"**

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CHICAGO, ILLINOIS -- After stirring up international controversy with a billboard for her law firm that featured sexy male and female bodies and the slogan "Life's Short, Get a Divorce" and posing in Playboy, Chicago attorney Corri Fetman has developed a new racy advertising campaign focusing on civil unions.

Fetman, who has made a name for herself in the legal industry by her innovative thinking, believes that traditional law firm advertising is unimaginative and uninspired. The new ad does not disappoint. It blazes a new trail in provocative marketing, featuring seductive same sex couples and a clever tagline "How Civil Is Your Union?"

Fetman, President of Corri Fetman & Associates, Ltd., contends that in a society of stimulation overload, "effective advertising must dare to be different in order to send a memorable message." To foster awareness of important new legal issues, the new advertising campaign is designed to grab the viewer's attention.

Fetman, who is excited about the passage of the civil union law, asserts that "couples who are entering into civil unions need to be conscious of the legal ramifications inherent in civil unions." She is dedicated to being one of the pioneers to help shepherd couples through this emerging legal area. "Most couples do not understand that a civil union is dissolved in the same manner as a divorce," she points out. "As a result, an individual in a civil union could lose, for example, fifty percent (50%) of a particular asset. Though it may not be an actual marriage, it's still a ceremony fraught with potential legal consequences-- some of them merely logical but others more nuanced and tricky as the laws evolve." Fetman also stresses that "couples entering into a civil union should consider a pre-civil union agreement in order to protect their estate."

So ask yourself the question, “How Civil is YOUR Union?” And talk to a professional who has *your* answers.

Fetman’s civil union billboard campaign will begin running on November 2, 2011 on the inbound Kennedy expressway at Armitage Avenue in Chicago. The ad can also be viewed on Fetman’s websites at [www.ilcivilunion.com](http://www.ilcivilunion.com) and [www.cfalawfirm.com](http://www.cfalawfirm.com).