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**FOR IMMEDIATE RELEASE**

**Joye Law Firm to Sponsor Charity Event  
during Piggly Wiggly Roundball Classic**

*Participants have the chance to win \$50, \$200, or \$1,000  
in the Shoot Three and Win Challenge*

**NORTH CHARLESTON, S.C., Dec. 17, 2007**—For the fourth year in a row, the members of Joye Law Firm are offering local basketball fans the chance to win cash prizes while benefiting the North Charleston Rotary Club's scholarship program and Communities in Schools. The contest, which will be held in conjunction with the Piggly Wiggly Roundball Classic, allows participants the chance to win \$50, \$200, or \$1,000 in a "Shoot Three and Win" basketball challenge.

"The Joye Law Firm has been a proud sponsor of this tournament for several years, and we've had a lot of fun with the halftime contest. We're especially pleased to support the tournament this year because all proceeds from it will be used to help at-risk youth. Additionally, the contest helps provide college scholarships, which coincides nicely with the scholarship program our firm has started for local high schools," said Ken Harrell, Joye Law Firm's managing partner.

The Piggly Wiggly Roundball Classic plays host to nationally ranked high school basketball teams that will be matched up against local favorites. The tournament, which has become a Charleston holiday tradition, will be held Dec. 26 through 29 at West Ashley High School, located on West Wildcat Boulevard in Charleston.

**Shoot Three and Win Challenge Rules**

Participants can enter a drawing for a chance to play in the halftime contest, which will be held during most of the tournament games. The cost for entering the raffle-style drawing is \$1 per entry, or \$5 for six entries. Participants, which are chosen at random, have the opportunity to make two lay-up shots for \$50 or to win \$200 if they make both lay-up shots and make a free throw shot. All entries are discarded at the end of each day.

Any participant who makes at least two shots will be invited back on the final night of the tournament when one lucky individual will win a grand prize of \$1,000. To win the grand prize, participants are asked to make two lay-up shots and then a free throw shot. If a participant misses any shot, he or she will be eliminated. Participants continue to make shots until there is only one person left, who will win the grand prize.

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**About Joye Law Firm**

Based in North Charleston, S.C., Joye Law Firm has been fighting to help people face legal challenges since 1968. The firm has 10 experienced attorneys—with a combined litigation experience of more than 130 years—and more than 30 paralegals and other staff members. Their commitment to excellence is confirmed by the receipt of Martindale-Hubbell's highest legal rating (AV). In 1997, Joye Law Firm received national acclaim when it represented a family whose child died as the result of a defective door latch on a minivan. The jury returned a verdict of \$262.5 million, which was the largest personal injury verdict ever against an automobile manufacturer in the United States at that time. This verdict remains the largest personal injury case in South Carolina. Visit [www.joyelawfirm.com](http://www.joyelawfirm.com) to learn more.

**NOTE: Photographs of last year's tournament and winners are available upon request.**

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