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JJC LAW PROVIDES TRANSFORMATIONAL GIFT TO LAKEVIEW PLAYGROUND

Partnership will create JJC Law Field, expand capacity and support continued improvements at Lakeview Playground

NEW ORLEANS — Lakeview Boosters Club is proud to announce a transformational gift from **JJC Law** that will support major improvements and expanded youth sports opportunities at Lakeview Playground.

Although located in the 70124 ZIP code, Lakeview Playground serves families from across the New Orleans area. Participants currently come from **more than 15 ZIP codes**, and continued growth in both boys' and girls' programs has increased the need for additional field capacity and facility improvements.

The JJC Law gift will support several major initiatives, including the development and naming of **Field 3 as JJC Law Field**, completion of remaining repairs following the June 2026 tornado, enhanced signage and improvements throughout the park, and a **long-term commitment by JJC Law as the presenting sponsor of Lakeview's summer sports programs**.

"This gift comes at an important time for Lakeview Playground," said **Max Gruenig, President of the Lakeview Boosters Club**. "Our programs continue to grow, and we are serving families from well beyond the Lakeview neighborhood. This investment allows us to increase our capacity, expand opportunities for both our girls' and boys' programs, and continue making needed improvements throughout the park."

A Partnership Rooted in Lakeview

The partnership also has a direct connection to Lakeview Playground through two of **JJC Law founding partners Jeff Green and James "Jimmy" Courtenay**, who grew up playing at Lakeview.

As adults, Jimmy and Jeff have coached youth sports at Lakeview for years, and their families have participated in programs at the playground. Their experience at Lakeview gives JJC Law a firsthand understanding of the facility, its programs and its continued growth as well as the impact sports can make on a child's life.

"Jimmy, Jeff and Cayce know Lakeview and understand the role the playground plays in youth sports across the area," Gruenig said. "They have seen the growth of our programs firsthand, which makes their decision to make this long-term commitment particularly meaningful."



"Some of life's most important lessons are learned on a playground, in a gym, or on a ball field," Courtenay said. "Sports teach children to work together and overcome setbacks, instill confidence, and create lasting friendships. Our partnership with Lakeview is one of the most meaningful investments we can make in our community."

Introducing JJC Law Field

A major component of the gift will be the development of **JJC Law Field**, the new name for Field 3 at Lakeview Playground.

The addition of the field will increase Lakeview's capacity and provide additional space for its growing sports programs. The gift will also fund improvements and enhanced signage throughout the park.

The partnership extends beyond the field project. **JJC Law will serve as the presenting sponsor of Lakeview Playground's summer sports programs for years to come**, providing long-term support for one of Lakeview's largest athletic seasons.

"This partnership addresses both our immediate needs and our long-term growth," Gruenig said. "We are adding capacity, improving our facilities and creating more opportunities for young athletes. We appreciate JJC Law making a commitment that will have an impact across multiple programs and throughout the playground."

Lakeview Playground has grown into a **citywide youth sports destination while maintaining its neighborhood roots**. With participants representing more than 15 ZIP codes, the Booster Club continues to focus on expanding capacity and improving facilities to meet the needs of its growing programs.

JJC Law's gift provides an important next step in that effort, allowing Lakeview to expand opportunities for girls and boys while making improvements that will benefit the playground for years to come.



About Lakeview Boosters Club

Lakeview Boosters Club, Inc. is a volunteer-led nonprofit organization that supports youth athletics and facility improvements at Lakeview Playground in partnership with NORDC. Lakeview serves thousands of young athletes from **more than 15 ZIP codes across the New Orleans area** through its recreational sports programs. The organization reinvests its resources into facilities, equipment and programming at the playground.

About JJC Law

JJC Law is a Greater New Orleans litigation firm led by founding partners **Jeff Green, James “Jimmy” Courtenay, and Cayce Peterson**, along with other partners **Josh Marino, David Geerken, Justin Alsterberg, Rachel Naquin, and Grant Wood**. The firm represents individual and commercial clients locally and nationally in litigation tied to personal injury, maritime, insurance, construction, business litigation, and medical malpractice. More information about the firm can be found on their website www.JJCLaw.com