

Exhibit 1



SIGN UP FOR EMAIL ALERTS

Stay on top of breaking news and updates in the fight against gun violence, including how you can act in your community.

SIGN UP NOW



***DONATE
& WAYS TO GIVE***

PRESS

BRADY AND EDELSON PC FILES LAWSUIT AGAINST SMITH & WESSON ON BEHALF OF THE VICTIMS OF THE HIGHLAND PARK MASS SHOOTING

LAWSUIT FILED

ON BEHALF OF HIGHLAND PARK SHOOTING VICTIMS

Brady files lawsuit seeking to hold Smith & Wesson accountable for unlawful marketing and advertising of assault rifle used in Highland Park mass shooting.



LEARN MORE AT [BRADYUNITED.ORG](https://www.bradyunited.org)

The lawsuit seeks to hold Smith & Wesson liable for unlawful marketing and advertising of its M&P 15 assault rifle — the rifle used by the gunman who opened fire at Highland Park’s Independence Day Parade. The complaint alleges that Smith & Wesson’s marketing campaigns specifically targeted adolescents, who are drawn to the risk-taking associated with militaristic weapons and combat missions.

CHICAGO, September 28, 2022 – Today, Brady and Edelson PC filed a lawsuit on behalf of the victims of the **Highland Park mass shooting** against firearms manufacturer Smith & Wesson for its role in the deadly July Fourth attack, alleging, among other claims, the unlawful marketing and advertising practices that encourage criminal behavior. The lawsuit, *Turnipseed v. Smith & Wesson Brands, Inc., American Outdoor Brands, Corp., BudsGunShop.com, LLC, Red Dot Arms, Inc., Robert Crimo III and Robert Crimo, Jr.*, was filed in the Circuit Court of Lake County, Illinois. The full complaint can be found [here](#).

The plaintiff is Elizabeth (Liz) Turnipseed, who was shot while standing along the Highland Park Independence Day Parade route with her three-year-old daughter and husband. According to medical reports, the bullet entered and exited her body. As a result of the shooting, Turnipseed sustained permanent and life-changing injuries that will require lifelong medical treatment.

The complaint seeks to hold Smith & Wesson liable for unlawful marketing and advertising of its M&P 15 assault rifle — the rifle used by the gunman who opened fire at Highland Park’s Independence Day Parade, murdering seven people and leaving 48 other civilians injured in a matter of only 60 seconds. The complaint alleges that Smith & Wesson's marketing campaigns specifically targeted adolescents, who are drawn to the risk-taking associated with militaristic weapons and combat missions, such as young players of violent first-person shooter video games like Call of Duty, which prominently features variants of the weapons designed and manufactured by Smith & Wesson. The Smith & Wesson M&P 15 is the same weapon that was used by the attackers in San Bernardino, Parkland, Aurora, and Poway.

“You don’t expect to go to your child’s first parade and leave with something other than happy memories, but instead, I left with shrapnel permanently lodged in my body. This lawsuit will hopefully keep other families and other communities from suffering the same way that we and the Highland Park community have suffered,” said Liz Turnipseed.

Edelson partner Ari Scharg, who is a Highland Park resident and was at the parade with his wife and young children, adds, “The Highland Park community has rallied together and is emerging from the shooting stronger than ever. Liz and the other victims now have a historic opportunity to hold one of the most powerful and profitable gun companies accountable for inspiring generations of mass shooters. We have all the energy in the world for this fight.”

Erin Davis, Senior Counsel for Trial and Appellate Litigation at Brady, states, “These plaintiffs are seeking to stop the irresponsible and unlawful sale and marketing of weapons of war like the ones used in the Highland Park attack. We hope this lawsuit will prevent future tragedies, save more families from pain, and keep our communities safe.”

A coalition of high-profile law firms and firearm safety organizations, including Edelson PC, Brady, Romanucci & Blandin, Everytown Law, Koskoff Koskoff & Bieder, Paul, Weiss, Rifkind, Wharton & Garrison, and Rapoport, Weisberg & Sims, are involved in the filing of multiple related complaints.

About Brady Legal

Brady has **represented victims of the gun industry for over 30 years** and has won over \$60 million in settlements and verdicts brought by Brady for victims and survivors. Brady has also won landmark precedents, holding that gun companies can be held legally responsible for damages caused by their irresponsible business practices and has forced gun dealers and manufacturers to reform their business practices.

About Edelson PC

Edelson PC is one of the nation’s leading high-stakes plaintiffs’ firms, focusing on class and mass actions to public client investigations and prosecutions. Over the years, Edelson has earned a national reputation

for its creativity and bold take on practicing law, all while taking on cases that are viewed as “unwinnable.” As a result of the firm’s innovative approach, Edelson has helped secure over \$45 billion in settlements and verdicts on behalf of classes, individuals, and governmental entities.

###

Brady has one powerful mission — to unite all Americans against gun violence. We work across Congress, the courts, and our communities with over 90 grassroots chapters, bringing together young and old, red and blue, and every shade of color to find common ground in common sense. In the spirit of our namesakes Jim and Sarah Brady, we have fought for over 45 years to take action, not sides, and we will not stop until this epidemic ends. It’s in our hands.

For immediate release please contact:

MIKE STANKIEWICZ

Press Secretary

 mstankiewicz@bradyunited.org

 (mobile) 202-255-7472



[Back to Press Releases](#)

RELATED POSTS

BRADY STATEMENT ON FINAL RULE ADDRESSING STABILIZING BRACES

January 13, 2023

BRADY'S YOUTH PROGRAM ANNOUNCES 2023 LOBBYING COLLECTIVE MEMBERS IN VIRGINIA, FLORIDA

January 12, 2023

BRADY STATEMENT ON ILLINOIS' ASSAULT WEAPONS BAN

January 11, 2023

BRADY NAMES LEGAL LEGEND DOUG LETTER AS ITS NEW CHIEF LEGAL OFFICER

January 03, 2023

BRADY HAILS HISTORIC FUNDING FOR GUN VIOLENCE PREVENTION IN FISCAL YEAR 2023 OMNIBUS BILL

December 22, 2022

**BRADY CELEBRATES GOV. MURPHY'S
SIGNATURE OF SENSIBLE REGULATIONS ON
CONCEALED CARRY**

December 22, 2022

***TAKE ACTION
NOT SIDES***

It's in our hands to do something now.



ATTEND AN EVENT

Join your local chapter and join the community fighting for gun violence protections.



CONTACT YOUR REPRESENTATIVE

Let your representative know you support universal background checks

VOLUNTEER IN YOUR CITY

Volunteer in your city and help raise awareness in the streets.

SIGN UP

Sign up for urgent updates and alerts about the movement to prevent gun violence.

FIRST NAME

EMAIL

email@email.com

SUBMIT

CHIP IN

100% of your donation goes to fight gun violence.

\$20

\$35

\$50

\$100

DONATE ANY AMOUNT



Careers

Contact

Press

Partners

CFC Number: 11195

Privacy Policy

Team ENOUGH

988 SUICIDE & CRISIS LIFELINE

CALL OR TEXT 988

Brady is a 501(C3) and 501(C4) organization, you can direct your donations to either.

All information © 2019 Brady Campaign to
Prevent Gun Violence