



## BLG helps clients move forward with “What’s Next @ BLG.com”

*New program created to assist businesses adapt to change during the COVID-19 pandemic*

**Toronto (July 2, 2020)** — The COVID-19 pandemic has created uncertainty for Canadian businesses, and companies are looking for assistance navigating the rapid changes. In response, Borden Ladner Gervais LLP (BLG) is launching “[What’s Next @ BLG.com](#)”, our new program to guide businesses through their decision-making.

“Since the beginning of this pandemic, we have focused on helping our clients not only survive, but innovate and pivot into new opportunities,” said Graham Ross, Chief Client Officer at BLG.

The new program from BLG will help businesses navigate the over 100 federal and provincial funding measures. Questions submitted to [whatsnext@blg.com](mailto:whatsnext@blg.com) will be addressed free of charge, and we will offer information and resources for more complex queries.

“Through What’s Next @ BLG.com, we’re able to draw from our expertise across all regions of the country, and provide fast, region- and sector-specific responses to pressing financing questions,” continued Graham Ross.

To find our latest insights on the COVID-19 pandemic, visit our [COVID-19 Resource Centre](#), featuring our latest articles and recordings of our webinar series.

### **For more information, please contact:**

**Kate Gifford**  
Borden Ladner Gervais LLP  
[KGifford@blg.com](mailto:KGifford@blg.com)  
416.350.6540



---

## **BLG | Canada's Law Firm**

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

[\*\*blg.com\*\*](https://www.blg.com)

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.