

Rice & Kendig Injury Lawyers Renews Centenary College Athletics Partnership with Record Gift to the C Club

Shreveport, Louisiana Oct 22, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Rice & Kendig Injury Lawyers has renewed its standing as the Official Law Firm of Centenary College Athletics and made the largest donation in the history of the C Club, the college's athletics booster organization. The contribution reinforces a relationship that stretches across generations and reflects the firm's genuine investment in the Shreveport-Bossier City community.

The partnership renewal builds on years of collaboration between the firm and Centenary College, a connection that is personal as much as it is professional. Carl Rice, who founded Rice & Kendig in 1971, is a proud Centenary graduate from the Class of 1967. His son and Managing Partner Marshall Rice followed as a member of the Class of 2000. Across the firm today, six employees are Centenary alumni, three of whom practice law.

"Centenary has shaped our family across multiple generations," said [J. Marshall Rice](#), Managing Partner of Rice & Kendig Injury Lawyers. "My father built his career after graduating there, and I later walked the same campus. Having the chance to give back to the school and its athletes carries real meaning for everyone at our firm."

A Partnership Built on Alumni Pride and Shared Roots

Rice & Kendig's connection to Centenary College goes well beyond a sponsorship agreement. It is a relationship built on family legacy, personal history, and a genuine belief in what the institution represents. The values the firm brings to this partnership include:

- A commitment to supporting both academic and athletic achievement.
- Deep roots in the Shreveport-Bossier community.
- A drive to invest in local institutions with purpose and consistency.
- A belief that great athletes grow into great community leaders.
- A multigenerational dedication to Centenary's mission and values.

For more than five decades, Rice & Kendig Injury Lawyers has represented injured people and families throughout Shreveport, Bossier City, Caddo Parish, Bossier Parish, and surrounding communities. While the firm is widely known for personal injury representation, its connection to the region extends beyond the courtroom.

The firm has supported local families, schools, nonprofits, and safety-focused community programs. Recent community efforts have included **holiday giving, youth-centered outreach, public safety awareness, and partnerships with organizations serving Northwest Louisiana residents.**

A Gift That Strengthens the Foundation of Centenary Athletics

The donation to the C Club, the largest in the booster organization's history, gives Rice & Kendig a meaningful way to support the programs that make student athlete success possible. Contributions to the C Club help provide resources across areas such as:

- **Athletic program operations and development.**

- **Facilities improvements for student athletes.**
- **Travel and competition support.**
- **Academic resources and support services.**
- **Recruiting and long-term program growth.**

Through its support of the C Club, Rice & Kendig Injury Lawyers is proud to help build the foundation that allows Centenary student athletes to compete, grow, and develop into the next generation of community leaders.

Local Roots, Long-Term Investment

The partnership renewal supports the firm's broader mission to stand with people during life-changing moments. For Rice & Kendig Injury Lawyers, that mission includes helping injured clients recover, supporting public safety efforts, and investing in the institutions that shape the next generation of Louisiana leaders.

The alumni ties that run through the firm make this partnership especially personal. Managing partner Marshall Rice is a Centenary graduate, as is the firm's founder, Carl Rice. Several other attorneys and staff members at Rice & Kendig share that same connection to the college, making this more than a business relationship. It is a reflection of what Centenary has meant to the people who built this firm.

About Rice & Kendig Injury Lawyers

Founded in 1971, Rice & Kendig Injury Lawyers is a Shreveport-based personal injury law firm serving clients across Northwest Louisiana and nearby East Texas. The firm represents people injured in car accidents, truck accidents, motorcycle accidents, pedestrian accidents, wrongful death cases, premises liability matters, dog bite claims, brain injury cases, spinal cord injury cases, and other serious injury matters.

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