



News Release

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FOR IMMEDIATE RELEASE

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RILA and The Loss Prevention Foundation Team Up to Support Asset Protection Community

Charitable event to raise funds for families of fallen asset protection professionals

Matthews, NC (February 19, 2016) – The Retail Industry Leaders Association (RILA) will once again partner with The Loss Prevention Foundation (LPF) to raise money for the [Loss Prevention Benevolent Fund](#). The fundraiser will culminate in a drawing for valuable prizes during RILA's upcoming [Retail Asset Protection Conference](#), April 17-20, 2016 in Dallas, Texas.

The Loss Prevention Benevolent Fund, originally formed in 2012 by the LPF under the name Loss Prevention Memorial Fund, provides financial assistance to the families of fallen asset protection professionals who lost their lives while performing the duties of their jobs. 100% of contributions go directly to the retail asset protection community.



LPF's Loss Prevention Benevolent Fund Committee selected RILA's annual Retail Asset Protection Conference as the ideal venue to enhance visibility of the LP Benevolent Fund's mission within the retail industry.

"RILA is proud to be part of an industry that takes care of its people and we once again stand with LPF in their efforts to ease survivors' financial burdens," said Lisa LaBruno, senior vice president, Retail Operations at RILA. "We're trending to have more executives in Dallas than in years' past which translates to more opportunities to raise funds for the Loss Prevention Benevolent Fund."

"On behalf of the Loss Prevention community, The Loss Prevention Foundation and the Loss Prevention Benevolent Fund Committee, I would like to express our profound gratitude to RILA and the solution provider community for continuing to support this

meaningful initiative,” said Chris Duke, LPC, Chairman of the LP Benevolent Fund Committee. “Fund-raising efforts like this, made possible through our partnership with RILA, allow us to continue to provide beneficial financial support to the families of fallen asset protection professionals who have lost their lives while engaged in the duties of their profession. Moving forward, as we transition to a 501c3 charitable organization, we will be able to help many more asset protection professionals as well.”

Call to Action: *LPF is seeking prize donations from retailers and solution providers (gift cards of any denomination, merchandise) that will entice conference attendees to purchase raffle tickets. To make a donation or learn more, please email [Chris Duke](mailto:Chris.Duke@losspreventionfoundation.org).*

To learn more about the RILA Asset Protection Conference, please contact [Kelly Foelber](mailto:Kelly.Foelber@losspreventionfoundation.org).

*The LPF is a 501(C) 6, not for profit, however donations are NOT tax deductible.

About The Loss Prevention Foundation (LPF):

The Loss Prevention Foundation is a not-for-profit organization founded in 2006, by industry leading professionals to serve the loss prevention and asset protection industry. Their mission is to advance the loss prevention profession by providing relevant, convenient and challenging educational resources. LPF is responsible for administering the industry’s two-tiered certification program, the LPQualified (LPQ) and LPCertified (LPC), on-line educational resources and the loss prevention professional membership program. In addition, LPF is focused on driving more talent to the industry from colleges, universities, military and law enforcement through its Academic Retail Partnership Program and its Hire A Vet Program. For further information, visit <http://www.losspreventionfoundation.org>.

About Retail Industry Leaders Association (RILA):

RILA is the trade association of the world’s largest and most innovative retail companies. RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad. For more information, visit <http://www.rila.org>.

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