



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 (April 3rd, 2015) – The Retail Industry Leaders Association (RILA) will once again partner with The Loss Prevention Foundation (LPF) to raise money for the Loss Prevention Memorial Fund. The fundraiser will culminate in a drawing for valuable prizes during RILA's upcoming Retail Asset Protection Conference, May 3-6, 2015 in Orlando.

The Loss Prevention Memorial Fund, formed in 2012 by the LPF, 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 to the retail asset protection community.*

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

"RILA is grateful to LPF for the opportunity to be a part of an initiative that can make a difference in the lives of families of fallen colleagues," said Lisa LaBruno, Senior Vice President, Retail Operations at RILA. "The AP industry cares about its people, and with so many industry leaders gathered in one place, I'm excited to see attendees rally to support such a worthwhile cause."

"On behalf of the Loss Prevention community, The Loss Prevention Foundation and the Loss Prevention Memorial Fund Committee, I would like to extend our profound gratitude to RILA and the vendor community for embracing this initiative," said Chris Duke, chairman of the LP Memorial Fund Committee. "Opportunities like this, made possible through our partnership with RILA, allow us to continue to provide meaningful financial support to the families of fallen asset protection professionals during the most difficult time of their loss."

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

To learn more about the RILA Asset Protection Conference, please contact [Kelly Murphy](#).

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

About The Loss Prevention Foundation:

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>.

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