



Press Release

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FOR IMMEDIATE RELEASE

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The Loss Prevention Benevolent Fund Raises \$4300 at the NRF Protect Conference

Charitable event raises funds for families of loss prevention & asset protection professionals

MATTHEWS, NC (July 1, 2016) – The Loss Prevention Foundation (LPF) and the National Retail Federation (NRF) successfully partnered to raise money for the [Loss Prevention Benevolent Fund](#). The fundraiser culminated in a drawing for valuable prizes during this year's NRF Protect Conference in Philadelphia.

The LPBF provides financial assistance to Loss Prevention professionals and their families in times of need.

The NRF graciously donated \$3,000 to the fund, through a mobile app survey program, which donated \$1 for every rating submitted. Along with this, and \$1,300 raised through raffle ticket purchases, a total of \$4,300 was raised for the charity.

"We are very appreciative of the hosting support and monetary donation provided by the NRF. As a result of this newly formed partnership, we will be able to assist many more loss prevention professionals and their families in the time of need," explains Chris Duke LPC, Chairman of the LPBF.

"NRF Protect is where we go to learn, share best practices and raise the bar for our profession. We all agree that LP is a serious business; we are pleased to have a strategic alliance with the LPF LPBF to raise financial support for families of LP professionals who are injured as a result of protecting their company's people, assets and brand," said Robert Moraca, Vice President of Loss Prevention for the National Retail Federation.

"We are very grateful for the support given by the NRF Protect at this year's conference. This support is critical to our overall mission of raising the awareness level for LPBF and its unfortunate need in our profession," said Gene Smith, President of LPF.

We give a special thanks to the entire NRF team who realized the importance of this charity and allowed us to hold the fundraiser.

The following solution providers and retailers donated prizes for the raffle:

**AFA
Bloomingdale's
SOS Security**

**Staples
Vector Security**

Thank you NuTech National for being the 2016 LPBF Title Sponsor

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For more information or to make a donation, please visit the [Loss Prevention Benevolent Fund webpage](#).

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.

About National Retail Federation (NRF):

[NRF](#) is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation's economy.

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