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**FOR IMMEDIATE RELEASE**

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## ***RPE Supports the Retail Orphan Initiative with Charity Tie-in at NRF***

### ***Leading Retail Consulting Firm Donates \$1,500 to Support Children Worldwide***

Tampa, Fla. (February 23, 2011) – At the recent National Retail Federation (NRF) Annual Conference and Expo, RPE associates encouraged others to join them in supporting the Retail Orphan Initiative (RetailROI). RPE provided free bottled water at stations throughout the tradeshow and encouraged everyone who enjoyed the water to make a \$1 donation at the RPE booth. RPE matched each dollar donated for a total contribution of \$1,500 to support clean water project worldwide. RPE, a leading retail consulting firm, is a partner level sponsor of the Retail Orphan Initiative, a non-profit charitable foundation established to help the 400 million orphaned and vulnerable children worldwide.

“Our support of this charity began last year, and we continue to leverage our involvement with the retail community to join forces in this foundation touching the lives of thousands of children,” said Cliff Epstein, president, RPE.

The Retail Orphan Initiative ([www.RetailROI.org](http://www.RetailROI.org)) was established to raise awareness of the global orphan crisis and provide lasting solutions to charities that offer:

- Orphan care
- Foster care and adoption support
- Grants and zero-interest loans for adoption
- Child rescue from human trafficking
- Life skills training for orphaned and vulnerable children

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"Retailers, vendors and others in the retail community have come together to help RetailROI make a huge difference in the lives of children. Like RPE, we hope others next year will reconsider the squish balls, coozies and other marketing giveaways at NRF and instead make a donation to RetailROI to help vulnerable kids," said Greg Buzek, donor trustee for the Retail Orphan Initiative. "Every \$1,000 donated saves another child's life."

### **About RPE**

RPE is a leading retail consulting firm specializing in business process improvement, package selection, strategic IT planning and systems implementation to deliver innovative merchandising and supply chain solutions. Areas of expertise include JDA Software, Manhattan Associates, Manthan Systems and most other leading solutions. RPE also provides cloud computing services including hosting, Software as a Service and managed services. Clients include Anna's Linens, Cabela's, Charlotte Russe, Guitar Center, Five Below, Fred Meyer, Forzani Group, lululemon athletica, Michael Kors, Modell's Sporting Goods, Nautica, Perfumania, Party City, Rexall, Spencer Gifts, Vitamin Shoppe, VF Corp. and many more. For more information, visit [www.rpesolutions.com](http://www.rpesolutions.com).

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