



## News Release

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CONTACT: (704) 405-4404

FOR IMMEDIATE RELEASE

Donna Murphy, Media Relations

### The Loss Prevention Foundation expands into Europe through partnership with Oris Media

**MATTHEWS, NC (April 3, 2014)** – The Loss Prevention Foundation (LPF) continues its international expansion efforts with the announcement of its latest partnership with Oris Media, a publications, events, education and research company based in the UK and whose specialization is in the area of retail loss prevention education and communication. Most recently, Oris Media partnered with LP Magazine with an EU edition of the award-winning US publication. This strategic partnership between The Loss Prevention Foundation (LPF) and Oris Media will allow European retail professional to benefit from the first-class accreditation program in loss prevention.

“LPF has been very successful with elevating the loss prevention professionalism in North America. As a result of this success, we have had many countries express interest in bringing the validated content to their countries as a means to elevate the professionalism of their loss prevention efforts,” says Gene Smith, LPC, president of The Loss Prevention Foundation.

Louise Henham, ORIS Media, said: “We have already had great success in helping to launch the Europe edition of the LP Magazine, as well as the LP Magazine EU App for iPhone and Android mobile devices. We see this partnership with the Loss Prevention Foundation in direct compliment in our efforts in further serving the EU marketplace with the best education and information available for the loss prevention profession”

“LPF certification is designed to provide LP professionals with the recognition and integrity that not only demonstrates the professionalism of the industry but it also demonstrates that retailers are keen to advance in their profession, improve their knowledge and create benchmarks for the wider industry to follow, “ says Kevin McMenimen, LPC, founding board member and international liaison the Loss Prevention Foundation. “With many leading US brands already on board, we’ve successfully established LPF certification as the best in the industry and we look forward to expanding into Europe and supporting LP professionals across the UK.”

While the course is available through the foundation’s website, [www.losspreventionfoundation.org](http://www.losspreventionfoundation.org), the exam will be proctored at Pearson Vue exam centers located in most of UK’s major metropolitan areas. In addition to the courseware being made available, a chapter of the LPF will be launched in the UK, with future chapters to be initiated across regions of Europe. These chapters will have local membership and networking and each will be led by a local retail advisory council.

The official move to Europe is part of the Loss Prevention Foundation’s global expansion into the top five English speaking regions around the world. The not-for-profit organization has already successfully launched in India and already has plans for further expansions into South Africa, Australia and Caribbean/Caricom nations in 2015.

For more information or to register for the LPQ or LPC training courses, please visit <http://www.losspreventionfoundation.org>.

**About The Loss Prevention Foundation:** The Loss Prevention Foundation is a not-for-profit 501 c (6) international organization founded in 2006 by industry leading professionals to serve the loss prevention industry. Our mission is to advance the profession by providing relevant, convenient and challenging educational resources. We support this mission through a variety of ever-expanding initiatives, including two certification programs, on-line educational resources, a career-oriented membership program, student scholarships and a college and university program.

**For Media Inquiries, Please contact Donna Murphy at [donna.murphy@losspreventionfoundation.org](mailto:donna.murphy@losspreventionfoundation.org)**