

## **Cliintel and Food Bank of the Rockies Unite to Fight Hunger**

*Local small business lends hunger helping hands in the first annual Cliintel Cares Day.*

Denver, CO – October 8, 2014-- Cliintel, a Denver-based data analytics and process engineering company, this year chose to donate their time in the first annual Cliintel Cares Day campaign to the Food Bank of the Rockies. Throughout the year, Cliintel supports employees that donate their time and skill set to causes they support and once a year they collaborate to dedicate a day away from the office, making an impact in the Denver community.

On September 26, 2014, 20 team members from Cliintel participated in Hunger Action Month by contributing to the Commodity Supplemental Food Program, filling 600 boxes – over 2.5 tons – with food supplied by USDA for seniors in need throughout the Rocky Mountain service area. In addition, the employees fulfilled 16 Mobile Pantry distribution orders to be delivered to program participants. “It was very rewarding to be able to contribute my labor to an organization that directly helps feed thousands of hungry Coloradans every day,” commented Devin Odom, Business Analyst.

Food Bank of the Rockies (FBR) provides food for more than 350,000 people annually by distributing 84,000 meals each day to over 1,000 hunger relief partner agencies and direct service programs. FBR is one of the largest private hunger relief organizations in the Rocky Mountain Region that contributes 96 cents of every dollar towards food distribution.

“Our day at Food Bank of the Rockies was an incredible team building experience,” commented Brad Parobek, Vice President of New Business Development. “I got to understand firsthand the needs of the Western Slope. It was a great opportunity to learn more about the programs FBR has in place, and how expansive operations at FBR truly are. It was more than I could have ever believed.”

As 2014 was the first annual Cliintel Cares Day, employees are excited about the impact they make in the Rocky Mountain community, and are looking forward to the many non-profit organizations they can work with in the future.

### **About Cliintel**

Since 1997, Cliintel ([www.cliintel.com](http://www.cliintel.com)) has delivered professional service and software solutions helping companies realize organizational gains and data visibility in marketing, customer care, operations, supply chain and revenue management areas for the cable, telecommunications, retail, and utilities industries. Cliintel’s proprietary re-engineering methodology, INSIGHT™ helps companies recognize and implement improvements that positively influence every aspect of their business. Cliintel’s business intelligence solution allows businesses to drive strategic / operational / tactical initiatives while precisely measuring impact and demonstrating return-on-investment (ROI). The company is headquartered in Denver, CO and can be found at <http://www.cliintel.com>.

###