

Empire Sales Strategies Partners with Feeding America Riverside San Bernardino for Force For Good Food Drive

Ontario, CA --- March 24th, 2015 --- Empire Sales Strategies, a sales and marketing consultancy focused on bridging the gap between sales and marketing in order to supercharge business development efforts, has partnered with Feeding America Riverside San Bernardino to hold a Food Drive to benefit the aging population within the Inland Empire region. The drive is part of Empire's Force For Good initiative, which grew out of their 1-1-1 pledge, the model of integrated corporate philanthropy started by Salesforce.com.

The 1-1-1 pledge is a model whereby participating companies pledge to donate 1% of their profits, 1% of their products or services, and 1% of their employees' time. Empire took the pledge in late 2014, with a goal of launching in early 2015. The Force For Good Food Drive is the first major effort as part of this pledge, and was decided upon by the employees of Empire. Other initiatives planned for 2015 include an effort to train returning military veterans on the Salesforce.com platform, culminating in a paid internship, and a drive in late 2015 that will endeavor to collect resources needed by organizations like House of Ruth that aid women transitioning out of abusive domestic situations.

"From the beginning, we have wanted our company to embrace a culture of giving back and participating in the betterment of society. Our team has really embraced the 1-1-1 model and we're excited to start down a path that will become an integral part of the fabric of our company," stated Marc J. Wymar, President of Empire Sales Strategies. "I've been impressed with how everyone has really stepped up to ensure we make the greatest impact possible on anything we decide to contribute to."

The Force For Good Food Drive includes 3 weeks of collection efforts with a network of businesses that have decided to participate, and culminates with the drop off event being held on April 23rd between 8:00am and 1:00pm in front of Empire's corporate offices, located at 320 S. Milliken Ave Suite G in Ontario, CA. Anyone can drive through between those hours and Empire employees will accept their donations. Local businesses interested in participating can collect needed food items prior to April 23rd and either drop them off or arrange for them to be picked up. Coordinating the collection effort is Project Manager Jody Wymar who can be reached at jwymar@empireforsales.com with questions. You can also visit EmpireforSales.com/FFG for details on the specific items needed by Feeding America Riverside San Bernardino to address the growing issue of hunger in the senior community.

Empire CEO Ryan Stephens added, "This was a subject matter that was near and dear to the hearts of a few of our employees. When we did the research and learned the statistics on food insecurity within the senior population, we knew we had an opportunity to make a difference. Since we are not a non-profit, we partnered with Feeding America Riverside San Bernardino, who provides these resources day in and day out and always has a need for more."

To learn more and find out how you can participate, visit <http://www.empireforsales.com/FFG>

About Empire Sales Strategies

Empire Sales Strategies is a sales and marketing consultancy focused on helping clients supercharge their sales and marketing efforts through three distinct service areas; Systemization & Analytics, Interactive Marketing, and Team Development. These services are designed to bridge the gap between sales and marketing and provide strategies and tactical execution to penetrate new markets, develop new streams of qualified customers, and put the systems in place to provide transparency and accountability to management. To learn more, visit their website at <http://www.empireforsales.com>, or contact their headquarters at 909-295-7100.

About Feeding America Riverside San Bernardino

Feeding America Riverside|San Bernardino Counties is a 501(C) 3 non-profit, non-denominational organization. The Food Bank is one of over 200 food banks affiliated with Feeding America, the National Food Bank Network. Feeding America Riverside|San Bernardino Counties began in 1980 as Survive Food Bank in response to the increasing concern about the dual problems of hunger and food waste in the Inland Empire. In 1980, Survive Food Bank provided an average of 10,000 pounds of food per month to 20 partnered nonprofit organizations. Presently Feeding America Riverside|San Bernardino Counties is the primary source of food for over 450 nonprofit organizations, **distributing over 2.5 million pounds of food monthly** to emergency food pantries, homeless shelters, soup kitchens, day care centers, halfway houses, senior food programs, residential treatment centers, shelters for the abused, after school programs and group homes. More than **400,000** men, women and children each month rely on the food bank's distribution center to make ends meet. For more information, contact Heather Monroe at 951-359-4757 Ext. 108.

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