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Combating Retail Crime for Safer Communities

FOR IMMEDIATE RELEASE

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Retailers, Prosecutors Continue Collaborative Initiative Around Retail Crime

Washington, DC – Today the Retail Industry Leaders Association (RILA) and the National District Attorneys Association (NDAA) announced the **launch of their 2024 Store Walk Initiative**, a unique approach to tackling organized retail crime, habitual theft, and its impact on communities. Through the Initiative, now in its second year, RILA and NDAA connect retailers with local prosecutors to facilitate a better understanding of shared challenges, exchange insights, and identify ways both parties can collaborate to reduce retail crime and recidivism.

“Organized retail crime is such a complex challenge; while there is no overnight or one-size-fits-all solution, we know collaboration is essential to combatting the problem. A unified response is an effective one, and that’s what the Store Walk Initiative is designed to enable,” said Lisa LaBruno, RILA Senior EVP of Retail Operations. “DA offices and retailers, through newfound relationships, are building stronger, more effective cases that lead to successful prosecutions. Together, we’re making meaningful progress toward restoring vibrancy to communities across the U.S.”

Last year’s inaugural Store Walk Initiative’s led to over 100 district attorney offices representing cities large and small across the U.S. to host store walks with leading retail asset protection leaders and store management teams. The Initiative has enabled more effective communication and [strategic coordination around ORC cases](#), which have ultimately led to [successful prosecutions](#) and [crime deterrence](#). See photos and testimonials from the 2023 Store Month Initiative [here](#).

“The local partnerships between prosecutors and retailers, including these important store walks, have demonstrated firsthand the power of collaboration and communication and the results that can come from tackling common challenges in a unified way,” said Nelson Bunn, Executive Director of NDAA. “It’s exciting to facilitate connections in a way that ultimately builds lasting foundations of trust among partners to support healthier and more resilient communities”.

The Store Walk Initiative is just one effort through which RILA and its leading retail members are collaborating with prosecutors and law enforcement to address the challenge of organized retail crime and its impact on communities. The [RILA-NDAA Vibrant Communities Initiative](#), launched in 2023, brings together district attorneys, police departments, social service organizations & other stakeholders to increase information sharing, test new technology solutions, and address the underlying social issues driving crime – with the ultimate goal of restoring vibrancy to communities.

The Vibrant Communities Initiative was recently recognized by [The Loss Prevention Hall of Honors](#) as the 2024 Outstanding Industry Association Initiative award. This prestigious award honors an industry association or initiative that brings the loss prevention community together to make a significant impact. The nomination highlights RILA's impactful collaboration with NDAA and law enforcement agencies, as proactive problem-solving and effective community engagement. Through innovative partnerships, RILA has fostered stronger ties between retailers, prosecutors, and law enforcement, working towards safer communities and reduced retail crime.

Retailers and district attorney offices interested in participating in the Store Walk Initiative can learn more and [register here](#).

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About the Retail Industry Leaders Association (RILA)

RILA is the US trade association for leading retailers. We convene decision-makers, advocate for the industry, and promote operational excellence and innovation. Our aim is to elevate a dynamic industry by transforming the environment in which retailers operate.

RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$2.7 trillion in annual sales, millions of American jobs, and hundreds of thousands of stores, manufacturing facilities, and distribution centers domestically and abroad.

About the National District Attorneys Association (NDAA)

Formed in 1950, NDAA is the oldest and largest national organization representing state and local prosecutors in the country. With over 6,000 members representing over two-thirds of the state and local prosecutors' offices, NDAA is recognized as the leading source of national expertise on the prosecution function and is a valuable resource for the media, academia, government, and community leaders. NDAA's mission is to provide state and local prosecutors with the knowledge, skills, and support they need to ensure that justice is done and public safety rights are protected.

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