

# Routes for Sale by Tower Beverage USA, New Brand Alliance Supports Tunnel to Towers Foundation and FDNY Foundation

*Tower Beverage USA located at 1 World Trade Center, 85th Floor in NYC has announced it will contribute 15% of its gross revenue from beverage sales in the USA*

NEW YORK, NY, UNITED STATES, June 23, 2024 /EINPresswire.com/ -- Bill Richards Founder & Owner of Tower Beverage USA. "I felt the events of 9/11 personally," said Bill Richards, "Fourteen firefighters were lost that day from our church St Stephen's in Warwick, NY. Many neighbors and friends also lost loved ones on 9/11. I

have always wanted to give back in big way. Tower Beverage USA's financial support from current [Routes for Sale](#) and unwavering commitment to these three non-profit organizations is making a difference in the lives of our nation's first responders, their families and individuals with mental illnesses."

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This alliance with Tower Beverage will assist in ensuring people "Never Forget" the sacrifices made on 9/11, and in the years that have followed”

*Frank Siller - CEO Tunnel to Towers Foundation*

Since 9/11, The Tunnel to Towers Foundation has been helping America's heroes by providing mortgage-free homes to Gold Star and fallen first responder families with young children and by building specially-adapted smart homes for catastrophically injured veterans and first responders. We are also committed to eradicating veteran homelessness and helping America to Never Forget September 11, 2001.



The FDNY Foundation – provides funds for equipment, training and education for FDNY Firefighters, EMT's And Paramedics to help them save lives and funds fire and life safety outreach and education programs in communities throughout New York City

Tower Beverage USA is establishing the Tower Beverage USA Foundation, which will fund these and other donations that meet the new Foundation's criteria. TB will launch Wholesale [Beverage Routes for Sale](#) Nationally. Tower Beverage packaging, cans, and its [Route for Sale](#) and Distributors fleets of trucks and vans will all carry the logos of the Foundations and its beverage logos.

"The Freedom Tower, which is depicted in our logo, reminds us of what happened on 9/11, but also looks toward the future we cherish as a nation," said Richards. "Our goal is to provide whatever assistance we can to the families of our fallen heroes."

Richards has built a successful career in the Beverage Routes for Sale industry, having managed one of the most successful Coca-Cola distributorships, building a successful vending and food distribution business.

Bill Richards

Tower Beverage USA

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