

# Tunnel to Towers Foundation New Beverage Brand Alliance Seeks Independent Checkout Distributors and Retailers Nationally

*Tower Beverage USA located at 1 World Trade Center, 85th Floor In NYC is seeking distributors and retailers nationally to benefit Tunnel to Towers Foundation*

NEW YORK, NY, UNITED STATES, September 11, 2025 /EINPresswire.com/ -- The Tunnel to Towers Foundation, known for its dedication to honoring the sacrifices of first responders and military personnel, has helped to launch an exciting new initiative that showcases its mission on Tower Beverage USA's beverage cans. By teaming up with [Checkout Distributors](#) and [Convenience Store Distributors](#) offering [Routes for Sale](#) across the country, Tower Beverage USA is set to expand its reach and influence significantly. This partnership not only raises awareness about the foundation's important work but also provides a unique opportunity for businesses to connect with a cause that resonates with many Americans.

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.

Through this initiative, consumers will encounter the foundation's message in a familiar setting, prompting conversations about its mission to support families of fallen heroes and provide mortgage-free homes to those in need. The visibility gained from featuring the foundation on beverage cans is expected to inspire individuals to contribute to the cause, whether through direct donations or by participating in local events. Moreover, businesses that choose to participate in this campaign will not only enhance their community involvement but also demonstrate their commitment to social responsibility, fostering a sense of goodwill among their



Beverage Brand Alliance

customers.

As the Tunnel to Towers Foundation continues to expand its outreach, our partnership with beverage distributors and retailers represents a strategic move to harness the power of everyday products to drive meaningful change. By integrating its mission into the daily lives of consumers, Tower Beverage hopes to cultivate a deeper understanding of the sacrifices made by first responders and military personnel, ultimately encouraging a collective effort to support those who have given so much for their country.

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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 - Chairman & CEO  
Tunnel to Towers Foundation*

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Independents

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