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U.S. Employee Benefits Services Group Implements First *Benefits That Benefit Children* Cause Marketing Campaign

Iselin, NJ, August 30, 2018 – U.S. Employee Benefits Services Group (USEBSG), a division of U.S. Retirement & Benefits Partners (USRBP), announced today the implementation of their first *Benefits That Benefit Children* (BTBC) employee benefit program by USEBSG Managing Partner, Keith Noel, and USEBSG Managing Director, Mary Beth Harris.

Benefits That Benefit Children is a cause marketing program developed by National Benefit Partners, a USEBSG partner firm, that provides donations to participating children's hospitals. Through the delivery of best-in-class voluntary employee benefit products and services, this program creates the opportunity for participating employers to provide charitable economic support to local children's hospitals throughout the country.

Keith and Mary Beth installed the program in Abilene ISD and Region 14 in Texas. The result was a donation in excess of \$15,000 to Cook Children's Hospital in Fort Worth, TX, whose mission is to provide care for children in the greater Fort Worth and West Texas region of Texas.

Keith Noel, who has been in the employee benefits administration field for 37 years, said, "The *Benefits That Benefit Children* program is truly a difference-maker. For the first time in a long time a product and service have come along that really make a difference in the lives of employees and their children. I am proud to be part of the BTBC campaign and to represent what it stands for."

About U.S. Employee Benefits Services Group

U. S. Employee Benefits Services Group, a division of U.S. Retirement & Benefits Partners, with headquarters in Iselin, NJ, is the nation's largest independent K-12 public school and governmental employee benefits and retirement planning services firm, also serving the corporate and non-profit marketplace, with over 2 million clients serviced through 46 regional Partner Firms.

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