



Data Gives Back becomes the official Canadian re-seller for 8th & Walton

FOR IMMEDIATE RELEASE

April 25, 2023

(Stouffville, Ontario) Data Gives Back Inc., a social enterprise based in Stouffville, Ontario, is proud to announce that it is now the official Canadian sales lead for 8th & Walton's classes to suppliers of Walmart Canada.

Data Gives Back (DGB) is a local company that really gives back. DGB is a unique social enterprise that offers corporate training and analytical consulting in support of grieving children and families. 25% of revenue is donated back to Seasons Centre for Grieving Children.

Joe Lyons-Rising, Founder & Chief Empathy Officer, is a former Insights Director with over 18 years of expertise in the consumer-packaged goods and food service industry. DGB currently offers corporate training in Microsoft Technical Skills, Category Management and Leadership Skills as well as Analytic Consulting. 8th & Walton offers classes in RETAIL LINK®, Supply Chain and Accounting.

"My wife Carly and I are thrilled to be working with the premiere Retail Link® training and consulting organization in North America. As a proud B Corp, 8th & Walton generously donates 5% of their revenue to children's charities" says Joe. "With DGB in the process of becoming a B Corp as well, our values aligned right away, and I'm grateful for the relationship that our two teams have formed. Together we are excited to help Canadian suppliers become better Walmart partners."

"Walmart Canada is an independent company and separate from Walmart US. Teaching and connecting with suppliers locally is important -- which is why we are excited about our partnership with Joe Lyons-Rising and Data Gives Back," said Jeff Clapper, CEO of 8th & Walton. "For years, we've offered in-country training specifically for Walmart Canada and taught thousands of Canadian suppliers using Canadian content and Canadian experts. So this next step in supporting Canadian suppliers locally through a like-minded, cause-based company like Data Gives Back is exactly what we want to do for Canada."

Joe has vast experience working with many of the top research, food and drug companies in Canada, across +70 categories. He has successfully trained more than 500 insights, sales, and marketing professionals. A seasoned presenter and fact-based storyteller, Joe has worked on over 1,000 sales presentations, helping teams to reach their goals.



“The success of our company is first measured in how we can help children, teens and families find hope and happiness through the extremely painful experiences of grief. As you become a more confident leader through our training and consulting, you also support an important charitable cause.” says Joe.

About 8th & Walton

8th & Walton is a supplier development company that has helped hundreds of organizations in their efforts to achieve more through knowledge, solutions, resources, and connections. It delivers premium education, rich content, and expert facilitators. With over 300 years of combined Walmart and Walmart supplier experience, its best-in-class experts have made 8th & Walton the gold standard for supplier solutions. Clapper purchased 8th & Walton in 2014 and became B Corp certified in 2022. 8th & Walton is in no way affiliated with or endorsed by Walmart or its affiliates. All references to Walmart, as well as its affiliates, trademarks, and brands, are not intended to imply that 8th & Walton LLC is a Walmart vehicle for advertising or any other commercial purposes. You can learn more at www.datagivesback.com/corporate-training/walmart-training

Media Contacts

Carly Lyons-Rising
Data Gives Back Inc.
Partner & VP of Public Relations
carly@datagivesback.com
647-272-6932
www.datagivesback.com

Marie Clapper
8th & Walton
Education Director
marie@8thandwalton.com
1-847-682-7880
www.8thandwalton.com