



FOR IMMEDIATE RELEASE

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Book Industry Charitable (Binc) Foundation initiates industry-wide survey to gauge awareness and program effectiveness.

In 2013, the Binc Foundation provided financial assistance to 26 families. To help increase the number of booksellers the Binc Foundation is able to help, and to identify potential unmet assistance needs, the Foundation is launching an industry survey to gather information regarding overall awareness of the services Binc provides, improvements that can be made, and ideas for additional ways to assist booksellers.

The survey should take approximately 5-6 minutes to complete and will remain open from March 6-16. Participants will be eligible to win a grand prize of a \$250 American Express gift card or one of ten \$25 American Express gift cards.

The Binc Foundation encourages anyone working in the book industry to submit his or her suggestions. Your answers will enhance Binc's ability to support the nation's booksellers. Take the survey here: <http://bookindustry.questionpro.com/>

About The Book Industry Charitable (Binc) Foundation

The Book Industry Charitable Foundation is a 501(c)(3) nonprofit organization that coordinates charitable programs to strengthen the bookselling community. Established in 1996, the core program provides assistance to bookstore employees who have a demonstrated financial need arising from severe hardship and/or emergency circumstances. Since its inception, the organization has provided over \$5 million in charitable assistance. Support for the Foundation's programs and services come from all sectors of the book industry.

The Book Industry Charitable Foundation's mission is to strengthen the bookselling community through charitable programs that support employees and their families. The Foundation was imagined and built by booksellers and proudly continues to be their safety net. It is our vision to be a caring community of book people.

Additional information can be found at <http://www.bincfoundation.org>.

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