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**(FOR IMMEDIATE RELEASE)**

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**The Book Industry Charitable (Binc) Foundation releases video detailing how they helped one California bookseller eliminate over \$100,000 of medical bills**

**Ann Arbor, MI**

The Binc Foundation was able to assist Clarey Rudd, a career independent bookseller, facing the possibility of losing his bookstores. He and his family have been in the book business for decades supporting the communities of Ventura and Malibu, CA. In August 2012, Clarey needed to have emergency surgery to help him breathe after complications from cancer caused his throat to close to the size of a small wire. Clarey made a full recovery, but was inundated with medical bills.

After hearing about Clarey from an article in the Los Angeles Times, the Binc Foundation reached out to see what help could be provided to alleviate his medical bills. [This video \(http://youtu.be/95Ctfx1hgBc\)](http://youtu.be/95Ctfx1hgBc) tells Clarey's story and how the Binc Foundation was able to help eliminate the stress of overwhelming medical bills so Clarey could move forward and again focus on his love of books and bookselling. The Book Industry Charitable Foundation is proud to have been able to provide a safety net for Clarey and his family when they were faced with a potential crisis and will continue to support booksellers throughout the industry in times of financial hardship.

The Binc Foundation would like to thank our partners Nick Stachurski and Ryan Sundberg of Eightfold Marketing & Creative for their commitment to excellence and for producing a compassionate and respectful video of Clarey's story. We would also like to thank Clarey Rudd and his family for allowing us to share their experience and for their support of the Binc Foundation.

**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 to over 6,900 families. 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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