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(FOR IMMEDIATE RELEASE)

Book Industry Charitable (Binc) Foundation announces new chairs to lead Marketing and Fundraising Committees

Ann Arbor, MI (February 27, 2015) – As part of their service, board members also join one of Binc’s standing committees – Communication & Marketing, Fundraising & Events, Finance & Governance, or Program. Binc is pleased to announce two board members who have volunteered to be committee chairs for 2015.

Binc’s new Communication & Marketing chair is Rockelle Henderson, President and CEO of Rock Inked, Inc. Rockelle joined the Communications & Marketing committee in 2013 and was elected to the board of directors in 2014. During that time she has used her connections in the world of marketing and publishing to help build awareness of Binc throughout the book industry. She has also been a guest blogger, contributing on topics such as Cause Marketing and the surprising ways that the book industry can take over your life. We welcome Rockelle as the new committee chair.

Deborah Leonard is Binc’s new Fundraising & Events Committee chair. Deb is the Director of the Great Lakes Independent Booksellers Association (GLIBA) and brings many years of event planning and contacts within the book industry to the committee. Deb joined the Binc board in 2014 and became a member of the Fundraising & Events committee. She has used her contacts and talents to support the Foundation through creating awareness of Binc and by organizing fundraisers at industry events and at the bookstore level. Thanks to Deb for her continued support.

These two new committee chairs join existing chairs: David Althoen for the Finance & Governance Committee and Christie Roehl for the Program Committee.

Pam French, Binc’s Executive Director, commented, “The Foundation is fortunate to have active and engaged board members that have helped to improve awareness of our services across the industry. The committee chairs will be vital to our success as we focus our efforts on ensuring the Foundation is sustainable. Thank you, Deb and Rockelle for your commitment and leadership.”

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 \$5.2 million in financial assistance and scholarships to more than 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>. ###