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## **Bookseller Chuck Robinson Announces 2400 Mile Cross Country Bike Ride Supporting Three Book Industry and Community Foundations**

Bookseller Chuck Robinson, co-owner of Village Books in Bellingham, Washington, has pledged to pedal across the country, from his store to Galva, Illinois, to raise funds for three foundations. The Book Industry Charitable Foundation (Binc), the Whatcom Community Foundation (on which Robinson serves as a board member), and the Galva Foundation for Educational Enrichment in Galva, Illinois (where he attended high school) will each receive contributions of \$1 per mile from Robinson, for the approximate 2400 miles he will ride.

The bike ride will begin on June 15, 2015 in Bellingham and end on August 15, 2015 in Galva, where Robinson will attend his 50<sup>th</sup> high school reunion. Throughout the ride, he will be supported by his wife and store co-owner Dee Robinson in their Rialta motorhome. Binc's board president, Lori Tucker-Sullivan, will join Robinson on August 11, and bike the last 50 miles of his ride with him.

Robinson, who is also a former President of the American Booksellers Association, is encouraging booksellers and other industry colleagues to pledge as well, especially to Binc. Pledges can be made via the Village Books web site: <http://www.villagebooks.com/chuck-ride-2400-donation-page>.

"As a sustaining contributor to the Binc Foundation, I'm thrilled that I'm further able to support the organization on my ride," said Robinson. "Binc has been instrumental in helping booksellers who have suffered hardships or emergencies, and in providing scholarships for higher education. It's a great foundation – and a way for booksellers and friends to help booksellers."

"The Binc Foundation was thrilled when Chuck told us about his ride – not only because of his generosity to us, but because he embodies the best qualities of booksellers in our industry – the vision and determination to spread great ideas and create strong community bonds," said Pamela French, Binc's executive director. "We truly appreciate Chuck's dedicated support in spreading the word about our programs."

Though the route was not designed as a busman's holiday, Chuck has never passed a bookstore without stopping in, and he expects to add quite a few more to the hundreds he's visited over the years.

Here are some ways to support Chuck's ride and Binc:

- Encourage book industry colleagues and other book lovers to pledge at <http://www.villagebooks.com/chuck-ride-2400-donation-page> and/or help spread the word
- Watch [Chuck Robinson's ride blog](#) for updates & encourage colleagues and friends to spread the word
- On Twitter, watch [@VillageBksBham](#) and [@BincFoundation](#) for updates – retweet our posts and let Chuck know you care
- On Facebook, like [Village Books in Fairhaven](#) and [Book Industry Charitable Foundation](#) and share our posts. We want to hear your comments too!

**About Chuck Robinson and Village Books:** Chuck Robinson founded Village Books with his wife Dee Robinson in 1980, and will celebrate the store's 35<sup>th</sup> anniversary with two days of store events before launching his epic bike ride on June 15, 2015. The independent bookstore is located in the Historic Fairhaven district of Bellingham, Washington, and dedicated to "Building Community, One Book at a Time." In honor of that mission, the bookstore was named Washington State's Outstanding Philanthropic Small Business. Chuck is also the author of a memoir about his life as a bookseller: [\*It Takes a Village Books: 35 Years of Building Community, One Book at a Time.\*](#)

**About the Book Industry Charitable 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>.

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