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#HELPABOOKSELLER TODAY.



**#HELPABOOKSELLER, ABRAMS' FUNDRAISING CHALLENGE WITH BINC,
DOUBLES THE ORIGINAL GOAL—NOW MORE THAN \$200K!
CHRONICLE BOOKS AND MCEVOY GROUP DONATE TO GET GOAL OVER
THE TOP**

NEW YORK, NY – April 17, 2020 – ABRAMS and Binc (Book Industry Charitable Foundation), are proud to announce that they have reached their original goal of \$100K and just doubled it to \$200K with the fundraising challenge #HELPABOOKSELLER. The monies raised will assist booksellers who have been affected by the detrimental impacts of the coronavirus disease 2019 (COVID-19).

ABRAMS, and its own authors, artists, partners, employees, and friends of the house were among the contributors, as well as **The McEvoy Group**, which includes Chronicle Books, Princeton Architectural Press, I See Me!, and Galison, who with their employees came in this week with the last needed tranche of contributions to reach \$200K.

“When we started this campaign on March 24, we were hoping to meet our original \$100K goal, and we were so happy to have exceeded it right out of the gate by more than 150 percent. Thanks to the efforts of our company and friends, most especially the people who work at ABRAMS and support our business, we decided to ‘double down’ our goal,” says ABRAMS President and CEO, **Michael Jacobs**.

“The McEvoy Group, longtime friends and colleagues and with whom we have a great partnership in Abrams & Chronicle Books in London, generously came through for us and for Binc by joining the cause and getting us ‘over the top.’ All of us believe that this effort shows our appreciation and support for the people that we rely on so greatly—frontline booksellers,” adds Jacobs.

“Chronicle Books, Princeton Architectural Press, I See Me!, and Galison have long admired and supported Binc and its mission to provide assistance to the independent bookselling community. We are pleased we can pledge additional funds from our companies, along with individual contributions from our employees and extended community to help our bookseller partners during this unprecedented time,” says President of McEvoy Group, **Jack Jensen**.

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Booksellers have been greatly affected by the COVID-19 crisis. Many have been laid off with inadequate severance to sustain them through the duration of this crisis, and many without extended health-care benefits. ABRAMS, McEvoy Group, and Binc's primary goal at this time is to get funds to those booksellers in order to support them in their struggles to pay rent and care for themselves.

“Michael Jacobs and ABRAMS’ generosity, philanthropic vision, and leadership has inspired the McEvoy Group, Chronicle, and countless others to step forward with their hands raised saying they can also help. We are honored to have these publishing partners, and their care for booksellers are what allows Binc to help every qualifying bookseller who comes to us,” says **Pamela French**, Executive Director of Binc.

Contributions can continue to be made using this link:

<https://secure.donationpay.org/bincfoundation/covid.php?source=abrams>

Among the lineup of stellar authors who contributed to the campaign at ABRAMS are: Jeff Kinney (Diary of a Wimpy Kid), Henry Winkler and Lin Oliver (Alien Superstar), Andrea Beaty (The Questioners series including Rosie Revere, Engineer), Rachael Allen (A Taxonomy of Love), Diana Harmon Asher (Sidetracked), Tom Angleberger (Didi Dodo, Future Spy series), Cece Bell (El Deafo), Tom Lennon (Ronan Boyle and the Swamp of Certain Death), Gaby Dalkin (What's Gaby Cooking: Eat What You Want), Laura Prepon (You & I, as Mothers), and Chris Santella (Fifty Places series).

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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 \$6.9 million in financial assistance and scholarships to more than 7,600 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>



One of the most admired and respected publishing companies in the U.S., **Chronicle Books** was founded in 1967 and over the years has developed a reputation for award-winning, innovative books and gifts. The company continues to challenge conventional publishing wisdom, setting trends in both subject matter and format. Its acclaimed list includes titles in art, photography, food, lifestyle, pop culture, humor, and children's books. Chronicle Books' objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. For more information visit www.chroniclebooks.com.



ABRAMS

Founded in 1949, **ABRAMS** was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative non-fiction and new works of fiction for adults; children's books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Abrams Image; Abrams Press; The Overlook Press; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; and a gift and stationery line, Abrams Noterie. ABRAMS also distributes books for Booth-Clibborn Editions, Cameron + Company, Alain Ducasse Édition, Getty Publications, Ludion, Lucky Spool, The Museum of Modern Art, Obvious State, SelfMadeHero, Tate Publishing, V&A Publishing, and The Vendome Press.