

King Koil hosts charity event at FT Bedding Conference

'The Board Meeting' will give attendees chance to build skateboards for kids

David Perry | 14 April 2018

HIGH POINT – The smiles on the kids' faces make it all worthwhile, says **King Koil** CEO David Binke.

And that's why his company is once again sponsoring a special charity event at the Furniture Today Bedding Conference, set for May 8-10 at the Hyatt Regency Coconut Point in Bonita Springs, Fla.



Last year Binke hosted a bicycle-building event, in which more than 100 Bedding Conference attendees worked together to build bicycles for under-privileged school children, and then met the students and introduced them to their new bikes.



That event, a first for the Bedding Conference, got rave reviews from attendees and, more importantly, gave something special to the students, Binke said. "The looks on their faces when they saw their new bikes said it all," he said. "We are blessed when we help those who are not as fortunate as we are."

This year's event, set for the afternoon of May 9, is billed as "The Board Meeting." It will give the attendees a chance to hone their team-building skills.

"We are encouraging all Bedding Conference attendees to take off their suit jackets, shut down their laptops, roll up their sleeves and get their bearings," Binke said. "We will be building skateboards for kids. Actually, we will be building skateboard with the kids. Together we will create and assemble customized skateboards for each child."

The school children will be given the skateboards at the conclusion of the event.

"This is a wonderful opportunity to help others," Binke said. "We promise that you will get more than you give."

For more information on Furniture Today's Bedding Conference, visit www.beddingcon.com, or contact LeAnne Gossett at 336-605-1069 or events@pbmbrands.com.

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