



## PRESS RELEASE

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### AAMCF and AMOA COIN OP CARES PARTNER TO BENEFIT HUGS HAWAII

**Cary, IL – Oct. 10, 2023** – The American Amusement Machine Charitable Foundation ([AAMCF](#)) and AMOA Coin-Op Cares Foundation ([AMOA](#)) have partnered for a good cause. In the wake of the Maui Wildfires, the American Amusement Machine Association (AAMA) and the Amusement & Music Operators Association (AMOA) trade associations, through their respective Charitable Foundations, joined to donate a combined \$30,000 to [HUGS](#) and the HUGS families directly affected by the devastation.

Founded in 1982, HUGS (Help, Understanding & Group Support) mission is to strengthen Hawaii's families and improve their quality of life as they face the emotional and financial hardships of caring for a seriously ill child. This aligns wonderfully with the missions of both the **AAMCF** and **AMOA Coin Op Cares**, which raise funds to support children and families in need.



The donation came about through a relationship with [Fun Factory Inc.](#), a Hawaii based Family Entertainment Center owned and operated by the Fernandez Family. "On behalf of Fun Factory, I would like to extend our sincerest thanks and gratitude to the AAMCF and the AMOA for their generous donations to the HUGS families on Maui. We are humbled by the level of generosity from both organizations. Their respective donations will provide meaningful support to all the HUGS families affected by the devastating

wildfires. Fun Factory is proud of our long-standing affiliation with both AAMA and AMOA, and we are honored to have been the bridge between our industry and HUGS" said Sydney Fernandez-Pietsch, Vice President, Equipment & Logistics for family-owned Fun Factory.



"It is difficult to fathom what the residents of Maui are dealing with," said AMOA Coin-Op Cares President Luke Adams. "Coin-Op Cares is pleased to make a contribution together with the AAMCF to HUGS Hawaii to assist families impacted by this tragedy." AAMCF Executive Director, Tina Schwartz, added "It is

through the support of our amazing industry members that our organizations can make contributions to those in need. Thank you to all who helped make this combined donation possible."

The funds were given directly to some of the 39 Maui based HUGS families, some of whom have lost their homes or employment as a result of the wildfires.

“I just wanted to take a minute to thank you from the bottom of my heart for all you have done, HUGS support and the generosity from American Amusement Machine Charitable Foundation and the AMOA Coin-op Cares,” said a HUGS mom on Maui. “I am at a loss of words still. Just the other day I had been telling my husband how difficult this situation is becoming. The generous donation and supplies were such a surprise and couldn't have come at a better time. Thank you again.”

When a child is diagnosed with a life-threatening illness, it impacts each family member in significant and very different ways, add to that a devastating event like the Maui Wildfires and that is more than any one family should ever have to face. That is why the AAMCF and AMOA Coin-Op Cares eagerly wanted to make this donation, knowing that the small but dedicated team at HUGS would get the help directly into the hands who need it most.



Speaking on behalf of HUGS, Board of Directors President Ben Morgan said, “We are so overwhelmed and amazed by all of the generosity that these donors have displayed towards these families in need. Our HUGS families face tough challenges every day, and these generous donations have helped to alleviate some of the additional stress felt by those impacted by the wildfires on Maui. In addition to the much-needed monetary support, we were able to clearly express to these families that they are not alone at this difficult time.”

### **About The AAMA**

The American Amusement Machine Association (AAMA) is an international not-for-profit 501©6 trade organization representing the manufacturers, distributors, suppliers, professional service providers and location owner/operators for the coin-operated amusement industry. Our mission is to preserve, protect and promote our industry through legislative advocacy, education, events, networking and member programs.

### **About the AAMCF**

The American Amusement Machine Charitable Foundation (AAMCF) is a 501©3 organization that raises funds to support charities focused on children, education, and scientific research. Founded in 1983 by members of the American Amusement Machine Association, the AAMCF has made contributions in excess of two and a half million dollars supporting nearly 150 charities.

### **About the AMOA**

The Amusement & Music Operators Association founded in 1948 has a clear mission to promote and strengthen the amusement and entertainment machine industry and deliver the highest quality services and support available to our members.

### **About the AMOA Coin-Op Cares Foundation**

AMOA formed Coin-Op Cares, a 501c3 organization to provide scholarships, assist AMOA's own educational programming, support philanthropic causes through donations and contributing to relief efforts for communities affected by disasters.

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