



## Press Release

FOR IMMEDIATE RELEASE:

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**AMERICAN AMUSEMENT MACHINE CHARITABLE FOUNDATION POSTPONES 2020 LIFETIME ACHIEVEMENT AWARD, SOUVENIR AD JOURNAL FUNDRAISING CAMPAIGN**  
*Initiative Will Resume in 2021*

**April 29, 2020 – Elk Grove Village, IL** – The American Amusement Machine Charitable Foundation, (AAMCF) announced they have postponed the 2020 Lifetime Achievement Award fundraising program due to the global Corona Virus pandemic.

**About the 2020 AAMCF Lifetime Achievement Award - Fundraising Program**

During the 2020 Amusement Expo International, The American Amusement Machine Associations, (AAMA) Lifetime Achievement Award, (LTA) was presented to a man who very much deserves the acknowledgement, and honor the award represents, Betson's President and CFO, Bob Geschine.

The plan was for the AAMCF to begin their Lifetime Achievement Award fundraising campaign for Bob's Honorary Ad Journal this month. The Ad Journal was to be distributed during AAMA's Annual Meeting in September.

Given the tremendous upheaval throughout the entire industry caused by C-19, the AAMCF leadership team made the choice to postpone this fundraising activity until 2021, at a time they believe our industry will be back in business, although it might look different.

"The Lifetime Achievement Award is AAMA's highest honor," said AAMA President, Joe Camarota. "It's an acknowledgement of a life of exemplary contribution to our industry and recognizes an extraordinary individual who's made a positive difference in the lives of others."

"AAMCF's fundraising for the Lifetime Achievement Award – Honorary Ad Journal represents our foundation's largest single annual fundraising event," stated AAMCF President, David Cohen. "As our industry is struggling with the current economic conditions, it's not appropriate for us to be soliciting donations at this time. We want nothing but success for this campaign in honoring Bob and all parties agree, postponing the campaign is the right choice today."

**About the AAMCF Lifetime Achievement Award – Honorary Ad Journal**

The AAMA has been honoring an individual with what started as their Man of the Year Award since the early 80's. Years after, it transitioned into the Lifetime Achievement Award. In 2014 when the leadership teams of AAMA and AAMCF thought to create a new fundraising element for the foundation – the Honorary Ad Journal.

"That was a game changer for the foundation," continued Cohen. "Over the past six years, this campaign alone has raised in excess of \$665,000 allowing us to increase our donations to the worthy charities we support as much as fivefold. It should be noted, the foundation still plans on making donations to these charities in 2020 even while we postpone our fundraising activities. As we all know, families and children in need still depend on the good work our foundation does. We're glad we're in a position where we can continue to support them." For additional information on the American Amusement Machine Charitable Foundation, visit [www.coin-op.org/aamcf](http://www.coin-op.org/aamcf).

**About 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 million dollars supporting nearly 150 charities.*

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