



PRESS RELEASE

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CONTACT: Alex Ritschdorff
PHONE: 847.290.9088
E-MAIL: alex@coin-op.org

AAMA's Tina Schwartz appointed Executive Director of the American Amusement Machine Charitable Foundation



Elk Grove Village, IL – The American Amusement Machine Charitable Foundation (AAMCF) Board of Directors has appointed Tina Schwartz, AAMA's Business & Finance Manager, as the Foundation's new Executive Director. In addition to this new position, Tina will continue to serve as the Business and Finance Manager for AAMA.

Tina first joined the AAMCF team in 1999 when she took on the role of Administrative and Finance Assistant for AAMA. Over her 21+ years of service, she has grown in her roles and responsibilities within both organizations, serving as the Business and Finance Manager for 15+ years. She has a deep dedication to the industry and the AAMCF charity partners.

Tina has been the driving force behind all fundraising activities for many years and was an integral part of creating the AAMA Lifetime Achievement Award Charity Souvenir Ad Journal. Her relationship with AAMCF's Charity Partners, Ann & Robert H. Lurie Children's Hospital, KEEN (Kids Enjoy Exercise Now) and Sunrise Association make her a perfect fit for this position. She also proposed and led the establishment of the Kid's Arcade Event during the AAMA Annual Meeting. Now known as the KEEN Kids Arcade, Tina organizes this annual event that offers children with disabilities from KEEN Chicago the chance to come out and play games in a safe environment. "It's absolutely heartwarming to see the smiles on the faces of our KEEN kids. Many of them have joined us since we started this event back in 2015 and they look forward to it each year," stated Tina.

As Executive Director, Tina will work closely with the AAMA staff, AAMCF Board and committees to ensure the organization continues to provide the best support for its charity partners, build upon those relationships, and increase overall awareness for the AAMCF. She will also be tasked with leading the team on developing unique fundraising and valuable support programs.

"I am honored and humbled to be presented this opportunity. I appreciate the Board's confidence in me and I'm excited to continue to work with such an amazing group of individuals. I look forward to taking on the challenge of adapting how we serve children and families through the ongoing pandemic and beyond. I love what this organization has been able to accomplish over the years and it is even more meaningful when we get to spend time with the kids and families we help," Tina said.

"I'm elated to see Tina promoted to this key position within our organization," said AAMA EVP, Pete Gustafson. "I've had the pleasure of working with Tina for the past 20 years, first as a volunteer to the association, and for the last three and a half years, as a fellow team member at AAMA. I've had the pleasure of witnessing her generous spirit, unmatched organizational skills, work ethic, and positive attitude contribute to making AAMA the industry leading trade association it is.

"She has a passion for helping others, as demonstrated by the contributions of her time and talents to several truly worthy causes in her private life. I know she'll channel that same passion in leading the AAMCF toward achieving its mission of helping children and families in need."

"I am looking forward to working with Tina as the Executive Director of our charitable foundation. She has been a tremendous resource for all of the foundation's initiatives in the past... She will continue to drive our efforts to raise the necessary funds to support all of the charities that AAMCF supports. We are extremely fortunate to have such a compassionate and dedicated individual as the Executive Director", stated David Cohen, AAMCF Board President.

Tina can be reached at tina@coin-op.org or 847.290.9088. For AAMCF general inquiries, please contact aamacharity@gmail.com or 847.290.9171.

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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