



# Press Release

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## AAMCF and Industry Partners Bring Joy to Sunrise Association Camp Carnival

**Cary, IL – August 9, 2024** - The American Amusement Machine Charitable Foundation ([AAMCF](#)) proudly visited the Sunrise Association Day Camp Carnival on August 1st, bringing joy and excitement to the children who attend this special camp. Joined by enthusiastic volunteers from Team Play, TouchTunes, Bandai Namco Amusements, Play Mechanix/Raw Thrills and AAMA, the event was a heartwarming addition to the camp's final day for this year.



The Sunrise Association Day Camp serves children diagnosed with cancer and their siblings, providing them with a memorable and joyful camp experience. This year's carnival featured bounce houses, arts and crafts, a hot dog lunch, and an arcade filled with exciting games AVS Companies, Bandai Namco, Betson Enterprises, Raw Thrills, Stern Pinball, and Jukeboxes from TouchTunes. Merchandise and plush were generously provided by Bandai Namco and Coast to Coast Entertainment.

Thank you to AVS Companies and TouchTunes who joined us the prior day to set up the arcade and were on hand to remove the arcade after the carnival.



Among the dedicated volunteers was Eddie Pellegrini from Team Play, the recipient of the 2024 Lifetime Ad Journal award. Eddie's enthusiasm was palpable as he trekked all over the camp, despite sporting a broken toe and a boot. His commitment and energy were truly inspirational to all in attendance.

"We are thrilled to support the Sunrise Association and contribute to the happiness, smiles, and laughter of these incredible kids," said Tina Schwartz, Executive Director at AAMCF. "Spending the day at camp is truly rewarding and we are so glad we were able to share the day with so many AAMA member volunteers."

This year, the Sunrise Association Day Camp, a program of the JCC Chicago located in Lake Zurich, IL served 75 campers, nearly double the number from its inaugural year at the Chicagoland location. The significant increase in attendance highlights the growing impact of the camp and the vital role it plays in the lives of these children and their families.

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The AAMCF and its industry partners remain committed to supporting charitable initiatives that make a difference in the community. The visit to the Sunrise Association Camp Carnival is a testament to this commitment and the positive impact that can be achieved through collective efforts.



For more information about AAMCF, its charitable initiatives, and future volunteer opportunities, please visit our [website](#) or contact Tina Schwartz at [tina@coin-op.org](mailto:tina@coin-op.org).

### **About the AAMCF**

The American Amusement Machine Charitable Foundation ([AAMCF](#)) is a 501(c)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 three million dollars supporting nearly 150 charities.

### **About The AAMA**

The American Amusement Machine Association ([AAMA](#)) is an international not-for-profit 501(c)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 make the industry better through collaboration, education, advocacy and networking. We never stop playing!

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