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## **AMX Marketing Team Builds Playhouse to Support Dallas CASA, Dedicated to Finding Safe Homes for Abused Children**

Partnering with Southwest Displays & Events, the **Playhouse Theater** to be Included in the 2013 Parade of Playhouses Event, August 2-18, at NorthPark Center

**RICHARDSON, Texas – August 6, 2013** – [AMX®](#) announced the completion and installation of the Playhouse Theater playhouse. The company partnered with exhibit house, [Southwest Displays & Events](#) of Carrollton, Texas, to build this year's dual-purpose playhouse/outside home theater joining a host of other creative playhouses built and donated by local companies in the 18<sup>th</sup> annual charitable event, [2013 Parade of Playhouses](#) at [NorthPark Center](#) in Dallas which runs from August 2-18. The event raises funds for [Dallas CASA](#) (Court Appointed Special Advocates), an organization of volunteers dedicated to helping abused and neglected children have safe, permanent homes.

This year's Playhouse Theater playhouse ensures fun for both kids and adults. Playhouse Theater is the perfect place to romp and stomp and climb and play - all day long. But when dusk falls, it converts into the perfect backyard home theater complete with a 70" LED 1080p HDTV, a Blu-ray player, audio system and connects to any



residential wireless network to stream movies and TV from any of the popular online services. "We couldn't help geeking the playhouse out with technology like a 70" display because we knew it would be a hit with the kids and parents alike," said Tony Couzelis, AMX Director, Market Engineering.

(more)

“There’s no doubt the kids receive the better end of this deal because they get to play by day and watch movies by night,” said Chris Bruce, AMX Marketing Tradeshow Manager.

The playhouse project offered AMX a unique opportunity to give back to the community. “We all look forward to this project every year because of the cause - helping abused children have safe, permanent homes, said Jeff Kindig, AMX Vice President, Marketing Strategy. “But in the end, we do it because it gives us the opportunity to be creative, think outside of the box and build something for just



for kids.” Added Chad Bishop, Southwest Displays & Events Account Executive, “This was the perfect win, win – we get to use our expertise to build the playhouse and a great charitable cause gets to use the money raised to benefit the children.”

From August 2-18, the community is welcome to visit NorthPark Center in Dallas, Texas, and purchase raffle tickets for any of the playhouses displayed throughout the center. Raffle tickets are \$5 each or five for \$20. Raffle tickets may be purchased at the event ticket tables at NorthPark or online at [www.dallascasa.org/events/parade-of-playhouses.html](http://www.dallascasa.org/events/parade-of-playhouses.html).

“Parade of Playhouses gives children who come to NorthPark the chance to win a fabulous playhouse,” said Beverly Levy, Dallas CASA President and Executive Director. “At the same time, it gives abused and neglected children the best chance of having the safe and loving homes they’ve dreamed of.”

### **Additional Resources**

- [Watch a video showcasing the Playhouse](#)
- [Download a hi-res image of the Playhouse](#)
- [Download this Press Release as a PDF](#)

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### **About AMX**

AMX hardware and software solutions simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the

complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. They are implemented worldwide in homes, conference rooms, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others.

AMX was founded in 1982 and is a member of The Duchossois Group of Companies. For more information, visit [www.amx.com](http://www.amx.com).

#### **About Dallas CASA**

Established in 1979, Dallas CASA (Court Appointed Special Advocates) is a private nonprofit organization of volunteers who serve as voices in court for abused and neglected children. Volunteers are trained to make recommendations that help judges decide what is best for each child. CASA volunteers help ensure that abused and neglected children have the best chance of finding safe, permanent homes where they can thrive. A CASA volunteer can make an immediate and critical impact on the life of a child. To learn more about advocating for abused children, visit [www.dallascasa.org](http://www.dallascasa.org) or call 214-827-8961.

#### **About Southwest Displays & Events**

For twenty-five years, Southwest Displays & Events (SWD) specializes in providing clients with total exhibition services and solutions world-wide. Translating the intangible into reality - SWD has expertise in materials selection and specifications, fabrication, and cost containment, plus a team of account executives with a diversified field of knowledge and experience dedicated to providing custom solutions for every customer. And as one of the largest independent trade show companies in the United States, SWD also has strong relationships with display companies around the world enabling many services on a global scale and ensuring clients have a seamless network of trusted partners. Southwest Displays & Exhibits is a privately-held company located at 1200 Crowley Drive, Carrollton, TX 75006. To learn more, visit [www.southwestdisplays.com](http://www.southwestdisplays.com) or call 214-905-8485.

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