



THE BOWLERS TO VETERANS LINK

AMF Bowling Centers Support America's Veterans Through BVL: MillerCoors Donates \$5,000 to Campaign

AMF has recently concluded a special promotional campaign benefitting the Bowlers to Veterans Link (BVL) at all of their 289 bowling centers throughout the US, marking their first company-wide effort for the sport's oldest and most successful charity.

The promotion generated much goodwill amongst bowlers. "I've been a bowler for many years, and got involved in the business end of bowling about 25 years ago," says Bruce Merriman, owner of the popular Sports Plus/Carmen Don Pro Shop in Alexandria, VA. "We've always been a big supporter of BVL – they do great things for our veterans and active duty men and women.

"But when I walked into the AMF Annandale (Va.) center and saw the signs up at the snack bar about the BVL promotion," continues Merriman. "I was really pleased to know that AMF is behind the BVL drive!"

In conjunction with the effort, MillerCoors contributed \$5,000 directly to BVL. "MillerCoors has long supported programs benefiting veterans, and we wanted to take this opportunity to show our commitment to the BVL cause," stated Donna Carpenter, MillerCoors National Account Executive for AMF. "We learned about the promotion proposed by our friends at AMF, and we were eager to illustrate our support for this great charity which does so much to brighten the days of those who have served our country."

The donation will help ensure the continuation of the many recreational and therapeutic programs and services undertaken by BVL at VA Hospitals and State Homes throughout the U.S. BVL also sponsors activities for active-duty troops overseas.

AMF Food and Beverage Vice President Joe Scarnaty developed the campaign for AMF. "Many of our centers have conducted BVL fund-raisers individually in the past. However, this program gave us the ability to all work together in a win-win situation," said Scarnaty.

Darlene Baker, Chair of the BVL Board of Directors, applauded AMF for their venture and MillerCoors for the donation. "We very much appreciate AMF for initiating the program and MillerCoors for this wonderful contribution. We need the support of the entire bowling family to continue to meet our mission and goals. BVL makes a profound difference in the lives of America's heroes – and when those hospitals call for help, we want to say "yes!"



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