



### **Introducing a New Look for AMOA**

*Association Refreshes its Image with New Brand*

**CRYSTAL LAKE, IL – September 17, 2018** – Today, after 42 years, the AMOA is releasing an updated brand identity, which includes a new logo, tagline and font. The new look and tag line will be used throughout all communication tools in both digital and traditional media as well as advertising. The identity was created to better align with the growth of the Association and how they have evolved since 1948: An Association Leader promoting and strengthening those businesses who are ***Building Engagement in Real Life.***

Since their founding 70 years ago, the AMOA has blazed the trail for companies and individuals engaged in the sales, marketing, distribution and manufacturing of currency-operated equipment. The Association currently represents over 900 members throughout North America comprised of owners, operators, distributors, suppliers and manufacturers. Its primary mission is to promote and strengthen the industry by providing educational programs, legislative advocacy, networking opportunities, communication products and related services.

Today, they embark on their next chapter – debuting a new logo and tag line to celebrate their advancements in the industry and their growing membership. In response to the new logo, AMOA President Jim Marsh said, “Our new logo highlights our efforts to build a strong organization that fulfills our mission of improving the business of those serving the industry while building participation within the association. Our goal for this image is that it becomes synonymous with who we are and what we do together as an industry.”

#### **About the AMOA**

The AMOA is a trade association dedicated to the growth of owners, operators, distributors and manufacturers within the currency-operated equipment industry throughout North America. The organization supports industry growth and its membership through programs that include representation in government/legislative affairs, industry education, outreach/training initiatives, membership cost saving benefits, and professional development programs.

For more information about the AMOA, visit [www.amoa.com](http://www.amoa.com)