



DELAWARE VALLEY AAMCO DEALERS HELPING MAKE WISHES COME TRUE!

HORSHAM, PA – Known for over 50 years for their automotive expertise and their signature “Double-A Beep Beep M-C-O” advertising, the Delaware Valley AAMCO dealers are hardly known as “softies.” However, when it comes to kids with life-threatening illnesses, there is a BIG soft spot in the hearts of these “car guys.”

That’s why the Delaware Valley AAMCO Dealers Association (DVADA) helped sponsor the “Wish Worth Passing On” charity invitational and silent auction with all money raised going to the Philadelphia and Susquehanna Valley Make-a-Wish Chapter. The AAMCO Franchise Support Center and the DVADA’s advertising agency, Field Marketing Solutions, matched the DVADA’s contribution and in total nearly \$10,000 was raised during the event on September 12th!

According to event coordinator, Rob Reese, “Thanks to AAMCO and the area dealers we will be able to grant at least one if not two wishes for children who really deserve them!”

The Make-A-Wish Foundation is the nation’s largest wish-granting charity to children with life-threatening medical conditions. The Philadelphia & Susquehanna Valley Chapter has fulfilled 3,675 wishes since 1986. Parents and doctors have described the wish experience as having a positive influence in sustaining the strength and determination of these children.

The DVADA Ad Pool Chairman, Lane Carey, noted, “When we got the call to help support this cause, it was a no brainer for me and the Association Board to say ‘yes.’ AAMCO initiated a national partnership with the Make-a-Wish Foundation in January and this made us all aware of the great things this organization does for kids. We were glad to help out in our own backyard.”

AAMCO President and CEO, Marc Graham added, “AAMCO started in Philadelphia and the dealers here having been supporting great local causes for over 50 years. It’s so great that we were able to combine our efforts locally to support a cause we embrace at a national level, the Make-a-Wish Foundation.”