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AMX Makes Splash with Playhouse to Support CASA (Court Appointed Special Advocates) Commitment to Finding Safe Homes for Abused Children

Marketing Team Builds Playhouse for Parade of Playhouses at NorthPark Center in Dallas

RICHARDSON, Texas – HARMAN's AMX® announced the installation of their 'Seas the Day' playhouse, joining a host of other creative playhouses built and donated by local companies in the 19th annual charitable event, 2014 Parade of Playhouses at North Park Center in Dallas which runs from August 1-17. The event aims to raise awareness and funds for Dallas CASA, an organization of volunteers dedicated to helping abused and neglected children have safe, permanent homes.

The company partnered with exhibit house, Southwest Displays & Events (SWD), of Carrollton, Texas, to build this year's sailboat-themed playhouse. 'Seas the Day' effectively turns your backyard into a lake with this creative adaptation of a sailboat, complete with a sail, a flip-down catamaran/hammock, a U.S. flag to hoist when passengers are aboard, life preservers, and even a crow's nest perch atop a main mast to 'keep watch'. "The true creative challenge is thinking like a kid and designing a playhouse with lots of activities that also looks cool," said Jeff Kindig, AMX Vice President, Marketing Strategy. "But in the end, we built the playhouse for the children."

In keeping with the summer water theme, this year's playhouse also includes some fun backyard extras like a Slip 'N Slide® kit, not to mention squirt guns and towels to dry off after a long day at sea. "There is no better feeling than knowing our efforts are going to help kids find safe homes and give them a chance to have fun, too," added Chris Bruce, AMX Tradeshow Manager.

From August 1-17; Dallas CASA, AMX and SWD invite and encourage the community to visit NorthPark Center and the [online Parade of Playhouses](#) to check out all of this year's playhouses, learn more about Dallas CASA and purchase raffle tickets for any of the playhouses. Tickets are \$5 each or five for \$20. Visitors can also learn more about supporting and volunteering with this



extremely worthwhile cause.

“You really have to come out to NorthPark and see all the creative playhouses in person to get the full effect,” said Tony Couzelis, AMX Director, Marketing Engineering. “We all look forward to this project every year because we get to think like kids and build something just for fun,” added Jason Fain, SWD employee. “Parade of Playhouses gives children who come to NorthPark the chance to win a fabulous playhouse,” said Kathleen M. LaValle, Dallas CASA Executive Director & President. “At the same time, it gives abused and neglected children the best chance of having the safe and loving homes they’ve dreamed of.”

- [Watch a video](#) of the AMX ‘Seas the Day’ playhouse
- [View photos](#) of ‘Seas the Day’ playhouse
- Visit the online [2014 Dallas CASA Parade of Playhouses](#)
- Find more news in the [AMX Newsroom](#)

About AMX

Founded in 1982 and acquired by HARMAN in 2014, AMX (www.amx.com) is dedicated to integrating AV solutions for an IT World. AMX solves the complexity of managing technology with reliable, consistent and scalable systems comprising control and automation, system wide switching and AV signal distribution, digital signage and technology management. AMX systems are deployed worldwide in conference rooms, homes, classrooms, network operation/command centers, hotels, entertainment venues and broadcast facilities, among others.

HARMAN (www.harman.com) (NYSE:HAR) designs, manufactures and markets premier audio, visual, infotainment and integrated control solutions for the automotive, consumer and professional markets. With 15 leading brands, including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®, the Company is admired by audiophiles, musicians and the entertainment venues where they perform. More than 25 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a global workforce of approximately 15,200 people and reported sales of \$5.1 billion for the 12 months ended March 31, 2014.

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 or call 214-827-8961.

About Southwest Displays & Events

For twenty-six 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 or call 214-905-8485.