

Gamesman to celebrate Target 25K at 19th ICE appearance



Gamesman has raised in excess of £26,000 for Target 25K which was launched at ICE.

London – Gamesman will be using February's ICE exhibition to present the Royal Marsden Cancer Charity and Mesothelioma UK with a combined total in excess of £26,000 thanks to the imaginative and generous fundraising activities of the company, its staff, colleagues and customers in the international casino industry.

The gaming equipment, components and systems manufacturer, part of the Esterline Corporation, launched its Target 25K campaign in aid of the two charities at ICE 2015. The figure has been reached months ahead of target.

Taking up the story behind Target 25K, Gamesman Managing Director, Mark Smith said: „I don't think many people had heard of Mesothelioma before we learned that our Technical Director and dear friend, James Cove had contracted this

particularly aggressive form of lung cancer, aged just 43 years. After the shock of hearing the news, we determined to do something positive and Target 25K was conceived and then launched at ICE 2015.

„Over the year we have participated in a range of fantastic fundraising activities and received the support of many colleagues from within the industry. The team at Gamesman has shown outstanding energy, imagination and good humour, undertaking a variety of gruelling fundraising tasks. Highlights include staging a charity football match at the home of Premier League Crystal Palace Football Club, a bucket collection at ICE, marathon running and holding a poker tournament at Green Valley Ranch prior to G2E in Las Vegas, where we received tremendous support from our customers.

„Exhibitions, and in particular ICE as the most international gathering on the gaming industry calendar, provide an opportunity for the entire industry to come together, discuss and share issues both business and personal. This will be our 19th consecutive year at ICE and it's fitting that we will be presenting the results of our fundraising at our home show in London where the Gamesman story began. I can look back and chart all of the really significant moments in our company history against the products we showed and the contacts we made at each edition of ICE.

„I would like to extend my sincere thanks to everyone who has supported us and to Kate Chambers and her team at ICE, for giving us the green light to launch and celebrate the Target 25k campaign at our home show.“