



**American Red Cross**

121 East Elm Street  
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## **FOR IMMEDIATE RELEASE: June 20, 2011**

### **Keuka Lake Triathlon provides assistance for local disaster relief through the Red Cross for six years**

**PENN YAN, N.Y., Monday, June 20, 2011**—For nearly a decade, a regular June tradition in Yates County has been the highly anticipated Keuka Lake Triathlon presented by The Strassburg Sock and Runner's Remedy. Over the past six years, the Yates County Red Cross Chapter has been designated as the sole benefactor of the proceeds from the triathlon/duathlon event, an effort that has raised Yates County Red Cross over \$35,000.

"It's a fantastic fundraiser for us," said Carol Oswald, Executive Director of the Yates County Chapter of the Red Cross. "We supply most of the volunteers for the event and in return we receive funding to help us with our crucial disaster relief efforts."

Those disaster relief efforts have included more than 30 house fires, flooding, and a gas spill in the past six years. Red Cross volunteers respond to these disasters by providing food, clothing, housing, medications, and other services to victims who are displaced from their homes.

This year's event was held on June 5 on the beautiful campus of Keuka College. "We're very grateful to the athletes, The Strassburg Sock, Runner's Remedy, Score This!! and to all our local sponsors for their investment and individuals who make this fantastic event possible. It's truly heartwarming to see the community come together for such a worthy cause," said Oswald.

*The Greater Rochester Chapter serves Monroe and West Ontario Counties*





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### **About the American Red Cross**

The American Red Cross shelters, feeds and counsels victims of disasters; provides nearly half of the nation's blood supply; teaches lifesaving skills; and supports military members and their families. The Red Cross is a charitable organization—not a government agency—and depends on volunteers and the generosity of the American public to perform its humanitarian mission. For more information, please visit [www.rochesterredcross.org](http://www.rochesterredcross.org) or contact us at 585-241-4400.

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