

FOR IMMEDIATE RELEASE

Media Contacts: Linda Miller - Director of Special Events
585. 922-4168 - office 585.319-7568 – cell
linda.miller@viahealth.org

**Mary Gooley Hemophilia Center – Finger Lakes Triathlon
Awarded Public Relations Society of America, 2008 PRism Awards
for Non-Profit:**

The Mary Gooley Hemophilia Center has been awarded the 2008 PRism Award in the not for profit category by the Public Relations Society of America in recognition of the success of the Finger Lakes Triathlon, the Center's largest annual fundraiser. The Center also received the honor of the Best of PRism- Non Profit.

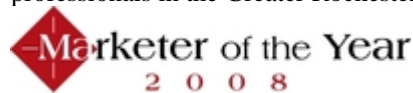
Rochester's PRism Awards recognize complete public relations programs and tactical elements incorporating sound research, planning, execution and evaluation. They must meet the highest standards of performance in public relations to be considered for a PRism Award. A panel of senior-level professionals from the Cleveland PRSA Chapter served as judges. Only one award is given in each category as well as one Best of PRism Corporate and Best of PRism Non-profit.

About PRSA: The Public Relations Society of America (www.prsa.org), headquartered in New York City, is the world's largest professional organization for public relations professionals, with nearly 20,000 members, organized into 117 chapters nationwide, who represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

**Mary Gooley Hemophilia Center – Finger Lakes Triathlon
Awarded *FINALIST* American Marketing Association, Rochester
Chapter, 2008 Marketer of the Year Award for Non- Profit**

The Mary Gooley Hemophilia Center has been awarded 2008 Non-Profit Marketer of the Year – *FINALIST* for the Finger Lakes Triathlon, the Center's largest annual fundraiser.

The Rochester Chapter of the American Marketing Association, **Marketer of the Year Award** recognizes excellence in marketing in the greater Rochester area. This is an opportunity to gain recognition for the Center's marketing efforts that have contributed to growth of our annual Triathlon. All entries were judged on their Business Opportunity, Objectives and Measures, Strategy and Approach, Tactics and Results. Judging was done by a panel of experts from the RAMA Board of Directors, Members from other AMA Chapters, and Prominent Marketing professionals in the Greater Rochester Area.



Finger Lakes Triathlon – Sept. 21, 2008 – Registration Open

ROCHESTER, NY., June 15, 2008. Now in its 6th year, registration is open for the Finger Lakes Triathlon for September 21, 2008. Last year over 1,000 athletes participated individually or as part of a team. And all of this is to benefit people with bleeding disorders or iron overload who are patients of the Mary M. Gooley Hemophilia Center.

This triathlon is the last race in a series of 4 for the Score This!!! Multisport Series. The Finger Lakes Triathlon combines swimming, biking and running while bringing athletes, families, friends, volunteers and the Canandaigua community to the lakefront area. There will also be a Kid's Tri that is sure to have at least 100 kids participating this year – a great way to encourage healthy lifestyles in children.

In addition to event sponsors and race registration fees, what makes this is a successful fundraiser is the "**Train for Treatment**" program which pairs up a young hemophilia patient with a triathlete. The triathlete then raises money on behalf of the patient during the training period leading up to race day. Last year over \$55K was donated to the Center in support of patient programs and services. The goal for this year is \$65K.

The race begins at 7:30am on Sunday morning, September 21st at Kershaw Park in Canandaigua. A sea of bright colored swim caps, wet suits and bathing suits brighten the lake as triathletes begin this grueling race. Spectators are encouraged to come and cheer on the athletes.

DISTANCES:

Olympic - .9 mile swim / 24 mile bike / 6.2 mile run
Sprint - .45 mile swim / 13 mile bike / 3.1 mile run
Kid's Tri - 50 yard swim / 2.5 mile bike / .5 mile run

START TIMES:

Olympic – 7:30am
Sprint – 8:00am
Kid's Tri- 11am

For more info call Linda Miller at 585-922-4168 or email to Linda.miller@viahealth.org or visit our website at www.fingerlakestriathlon.com.

About Mary M. Gooley Hemophilia Center

The Mary M. Gooley Hemophilia Center is a not-for-profit organization whose mission is to improve the lives of people affected by bleeding disorders and iron overload by providing them with world-class treatment, advocacy and research. The Center offers comprehensive care to patients and their families who suffer from hemophilia, hereditary hemochromatosis, von Willebrand's disease and Gaucher Disease. It is a diagnostic and treatment center which was established in 1959 by Rochester resident and visionary - Mary Gooley. It was the first freestanding Hemophilia Center in the U.S. and still serves as a model for other treatment centers around the country.

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