

## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **CRAFTY CARING WOMEN GO THE EXTRA MILE**

October 5, 2005, ROCHESTER, N.Y. – Some employees don't just work 9-5 and call it quits. In some not-for-profit agencies, it's the cause that drives the staff as much as the paycheck. Employees of The Mary M. Gooley Hemophilia Center are just such people – always going that extra mile for patients and their families. On Sunday October 9th from 4 pm – 7 pm they're getting together at the home of a fellow employee, to strut their artistic talents and make crafts for the Hemophilia Center Arts & Crafts Sale on November 10<sup>th</sup> & 11<sup>th</sup>. They'll be stamping and designing note cards instead of doing phlebotomies on patients. They will be painting funky chairs and wine glasses instead of poking needles into kids' veins. They will be knitting scarves, quilting or rug hooking rather than counseling patients, or transcribing notes for patient charts. These 'crafty' women have all chosen to do this in order to make items to donate to the Hemophilia Center Arts & Crafts Sale and Silent Auction taking place on November 10<sup>th</sup> & 11<sup>th</sup>. All proceeds from the sale are earmarked for patient services and it is this which drives these employees to go the extra mile. According to Robert Fox, President/CEO, "I couldn't be more proud of my staff. They exemplify the Center's motto on and off the job which says that CARING IS IN OUR BLOOD!"

The big sale and silent auction will take place in the Atrium of Rochester General Hospital from 8:30 am – 5:30 pm on November 10th and 11th. The public is welcome – there is no admission charge – incredible, unique, handcrafted treasures will abound making this a haven for holiday shoppers. Artists, artisans and crafters are encouraged to donate something to the Hemophilia Center for the sale by calling 585.922-5700.

The Mary M. Gooley Hemophilia Center, founded in 1959 was the first free-standing treatment center for people with hemophilia in the United States. The mission of the Center is to improve the lives of people affected by bleeding disorders and iron overload. This is done using a multi-disciplinary comprehensive model of care. In addition to its research projects and advocacy efforts on behalf of patients, Center staff treats patients with Hemophilia, Hemochromatosis (iron overload), von Willebrand Disease and Gaucher Disease.

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