

## NEWS RELEASE

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### LOCAL CENTER CELEBRATES HEMOPHILIA AWARENESS MONTH

#### Rochester Hemophilia Center Founder Celebrates 80<sup>th</sup> Birthday on March 24

ROCHESTER, N.Y. – The Mary M. Gooley Hemophilia Center is celebrating Mary Gooley's 80<sup>th</sup> birthday at a lunch reception on March 24. March is also Hemophilia Awareness Month. Gooley founded the Hemophilia Center in Rochester in 1959 in response to the absence of appropriate care for hemophilia patients and their families. Today, families living throughout the Rochester region, who have suffered for generations with hemophilia, enjoy a better quality of life because of the vision, tenacity and commitment of Mary Gooley.

“For nearly 50 years, the Mary M. Gooley Hemophilia Center has provided cutting-edge, comprehensive care to the bleeding disorder community in the 14-county area around Rochester,” said Robert W. Fox, President/CEO of the Center. “The Center was the first of its kind and it served as a model for other Hemophilia Treatment Centers in the United States.”

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*Hemophilia. von Willebrand Disease. Hemochromatosis. Gaucher Disease*

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Gooley is still actively involved with the Center, serving as a board member and providing valuable historical perspective.

The Center also serves as the local chapter of the National Hemophilia Foundation (NHF). Founded in 1953, the local chapter was recognized and honored last year by NHF for its 50th anniversary. The Center now treats more than 600 patients, including more than 40 under twelve years old. In addition to medical and psychosocial services, it sends kids with hemophilia to a special summer camp, trains parents in home-care treatment, promotes and coordinates preventive treatment programs and advocates for people living with bleeding disorders in the community.

“Hemophilia is a hereditary bleeding disorder that requires a comprehensive team approach for optimal care,” said Ronald Sham, MD, medical director for the Center. “The Mary M. Gooley Hemophilia Center enables patients to be diagnosed and treated with state-of-the-art therapies, ultimately improving their quality of life. We have made a positive difference in the lives of generations of families with hereditary bleeding disorders in Rochester and the surrounding region.”

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

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