

Media Release

FOR IMMEDIATE RELEASE

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Jim Kelly - Bill Gates - Brad Pitt - Mother Theresa - Amanda Bingham What Do They Have in Common?

August 15, 2005 ROCHESTER, N.Y. – Kelly, Gates, Pitt, Mother Theresa and Bingham are all superstars, and if you don't immediately recognize the name Bingham – you should! Amanda Bingham is superstar from Upstate New York. She is an exceptional young woman, a humanitarian and she just turned 13 last month.

Last year, Amanda participated in the Finger Lakes Triathlon benefiting the Mary M. Gooley Hemophilia Center in Rochester, NY. She placed 1st in her age category (under 19) even though she was the youngest competing. Not only did she swim 1/2 mile, bike 13 miles and then run 3.1 miles but more importantly she raised over \$1,000 for the Hemophilia Center in our Train for Treatment Program (TFT) on behalf of her tri-buddy Michael, who has severe hemophilia. This \$1,000 was the most raised by any athlete in the TFT program in its inaugural year, designed to educate athletes participating in the Finger Lakes Triathlon about what we do at the Hemophilia Center and why we hold this event each year. Athletes who sign up to TFT are partnered with one of our young patients – their “tri-buddy.” They learn about him and what it's like to live each day with a genetic bleeding disorder. And many of the athletes meet their tri-buddy on raceday. The enclosed photo shows Amanda meeting her “tri-buddy” Michael in Canandaigua.

This year, Amanda once again is participating in TFT and has already raised over \$800. She is determined to surpass her goal of \$1,000 again! Her tri-buddy this year – Andrew, is an adorable, smart, inquisitive and energetic 1½ year-old with severe hemophilia. Amanda has learned that life is difficult for kids with bleeding disorders, and this drives her to raise money and help make a difference. In addition to fundraising for the Train for Treatment Program, Amanda is also selling raffle tickets for the Triathlon's Rafflemania and soliciting donations of prizes as well. This determined young woman approached well over 100 business establishments, followed up with phone calls and has already collected over \$1,200 worth of prizes.

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AMANDA BINGHAM -2222-

She has also sold \$120 in \$1 raffle tickets. Her heart is as massive as her energy, her sense of commitment and her humility. Amanda understands that every dollar she raises for the Center goes towards valuable research or direct services to patients. Her philanthropic work makes a real difference in the lives of real people.

Amanda is truly an unsung hero! She is also teaching her younger brother John (7) and sister Rebecca (11) the joys of giving. Her siblings recently held a neighborhood bottle drive and lemonade sale to benefit the Hemophilia Center as well.

Though small in stature Amanda deserves to stand tall in the company of the better known superstars in our society and her parents deserve kudos for supporting her along the way.

The Rochester Hemophilia Society was established in 1949 and the Mary M. Gooley Hemophilia Center opened in 1959 as the first free-standing comprehensive 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.