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**TRIATHLON FOR MARY M. GOOLEY HEMOPHILIA CENTER  
AN EQUATION FOR SUCCESS**

**August 23, 2005, ROCHESTER, N.Y. – The Mary M. Gooley Hemophilia Center’s 3<sup>rd</sup> annual Finger Lakes Triathlon in Canandaigua on September 18, 2005 promises to be an exciting day of healthy competition coupled with outstanding camaraderie, excitement and fun for everyone.**

*A beautiful lake. Rolling hills. Finger Lakes wine country. Inspiring athletes. An outstanding organization. A president who will jump in the lake for a ½ mile swim. A hematologist willing to run 3 miles. These add up to the Finger Lakes Triathlon - an equation for success benefiting the Mary M. Gooley Hemophilia Center.*

The Center, serving the community for over 45 years, exists to improve the lives of people with bleeding disorders and iron overload by providing them with world-class treatment, advocacy and research. It offers comprehensive care, to patients and their families who suffer from hemophilia, hereditary hemochromatosis, von Willebrand’s disease and Gaucher Disease.

“People living with these disorders meet challenges every day with courage and determination. We have many goals for this triathlon – to build awareness, encourage healthy lifestyles for our patients and the community, and reach out to people who may benefit from our services says Robert W. Fox, President and CEO. With the community’s help, we can save lives and improve quality of life for others.”

The triathlon will include both Sprint and Olympic distances – all sanctioned by USA Triathlon. Individuals or teams can compete in this arduous sport combining swimming, biking and running. There is even a special Kids’ Triathlon. Winners of raffle prizes worth over \$7,000 will be posted at the awards ceremony. For information on: volunteering at the race, becoming a sponsor, making a contribution, donating a raffle prize, or purchasing \$1 raffle tickets call Christa, at 585-922-5700. To download an entry form or for more information about the race, please visit [www.fingerlakestriathlon.com](http://www.fingerlakestriathlon.com). You can also register for the event at [www.active.com](http://www.active.com).

All proceeds benefit the Mary M. Gooley Hemophilia Center, an independent, not-for-profit 501c3 organization founded in 1959. To learn more about the Hemophilia Center we invite you to our website at [www.hemocenter.org](http://www.hemocenter.org).

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