

Press Release**FOR IMMEDIATE RELEASE**

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Flores Benefit Outing Huge Success

Batavia, August 4th -- The first night spent in his own bed after a 33-day hospital stay was reason enough to smile, even with kidney dialysis continuing three times weekly... But a July 25th dinner at Pheasant Run with over 500 of his closest friends – including almost 300 who had just finished 18 holes of golf on two separate courses – was more than sufficient to keep that smile going and give Rich Flores the emotional boost needed to help in his continued fight against cardiac amyloidosis and platelet cell discrasnia. A Hawaiian Luau themed buffet, complete with roast suckling pig, was masterfully prepared by Executive Chef Josef Yurisich and created a truly upbeat backdrop for the event – one of the largest such events put on by the resort, according to Frank Wiltse, Director of Golf Operations and PGA Pro at Pheasant Run.

For those in attendance, the day's golf and night's dinner festivities – including the live and silent auctions that sent the total funds raised thus far over the \$120,000 mark – were truly a remarkable event to remember. With re-fortified bone marrow and disease-fighting antibodies from a recent stem cell transplant now coursing through his body, Rich stood on the stage with wife Judy as they both fought back tears of joy and thanked everyone for their generosity and support over the last several months. The sound of applause was almost deafening, especially when Rich called his lifelong buddy Don Timm to the stage. Friends since the age of seven, Don and his daughter Ashley had flown up from Texas to take part in the event. Other family members from Texas also flew in for the celebration

Surrounded by his immediate family, and aunts, uncles and cousins who had traveled from near and far, the days activities overwhelmed the normally quiet and humble golfer, almost leaving him speechless. But with renewed energy now accompanying his trademark smile and positive attitude, Rich restated his vow: "My goal is to play nine holes of golf, carrying my bag, by the end of the summer." No one has any doubt he will make good on his promise.

In the meantime, the website that was created in early May continues to bring in more visitors and more donations that will help cover Rich's extensive and still mounting medical bills. The website, www.FriendsofRichFlores.org, has detailed information about the recent outing, as well as a way to make an instant donation to the Rich Flores Fund. -- end --