

Press Release**FOR IMMEDIATE RELEASE**

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Batavia's Rich Flores Continues Fight – Off of Golf Course

Batavia, May -- As Fall turned to winter, it became increasingly clear that something just wasn't quite right for popular golf instructor Rich Flores of Batavia. During a late season golf lesson with a young student, Flores took a short bathroom break, only to find himself coming to after passing out in the men's room. Several months – and numerous tests – later, the doctors finally seemed to have a grasp on what had been causing Rich's frustrating symptoms: Cardiac Amyloidosis. Listed as a "rare disease" by the *Office of Rare Diseases of the National Institutes of Health*, it affects only about 3,000 people in the U.S. each year. In Rich Flores's case, the amyloidosis was accompanied by platelet cell discrasnia (cancer), complicating the issue.

Even with the debilitating effects of the disease – not to mention the countless blood tests and biopsies, hospital stays and chemo treatments (he has already undergone twelve injections of a chemotherapy drug) – Rich has maintained an incredibly positive attitude, still managing to teach golf lessons at Pheasant Run Resort several times a week. But all that is about to change, as Rich is headed to Northwestern Memorial Hospital in Evanston this Friday for a three-week stay in order to receive a stem cell transplant that will use his own stem cells to fortify his bone marrow and disease-fighting antibodies to combat the cancer. Other drugs will be needed to help defeat the effects of the amyloid proteins that have been deposited in his vital organs – including his heart. True to his nature and positive outlook, Rich has said: "My goal is to play nine holes of golf, carrying my bag, by the end of the summer."

In the meantime, a website has been created in order to foster awareness of the disease and to inform his friends and former golf students of a special golf outing on July 25th that will raise money to help cover Rich's extensive and mounting medical bills. The website, www.FriendsofRichFlores.org, has detailed information about the outing, as well as a way to make an instant donation to the Rich Flores Fund. -- end --