



## LVIM Announces Second Annual Lakeland Derby

For Immediate Release

**Lakeland, Florida**-The Tradition continues... Lakeland Volunteers in Medicine is proud to announce this premier community event, *The Lakeland Derby*, scheduled for **Friday, April 24<sup>th</sup>, 2009**. Presented by Rooms To Go Children's Fund, The Lakeland Derby is a "Derby Style" event staged on beautiful Lake Mirror in downtown Lakeland just one week prior to the famed Kentucky Derby.

This event attracted over 3,000 race fans in 2008 and LVIM looks to increase that total for 2009. "It's our biggest and only fundraising event and 100% of the proceeds go toward our operational budget here at LVIM", stated Bobby Yates, CAO of LVIM.

The Lakeland Derby captures the thrill of a race and the purity of sports entertainment in a hometown setting. The true essence of the Derby is the reward of knowing the proceeds will support Lakeland Volunteers in Medicine, a vital local charity.

Open and free to the public, The Lakeland Derby features ten beautifully hand-crafted swan paddleboats in a thrilling race to the finish line. Each swan will have an owner/breeder who will designate and train their own jockeys to compete for the prestigious annual Lakeland Derby Trophy.

This annual event offers something for everyone. From thrilling races to live entertainment, fun activities to exhilarating fireworks display, The Lakeland Derby has the right mix of ingredients to showcase the great Lakeland community and highlight one of the most worthy of organizations. By attending the 2009 Lakeland Derby, derby attendees are supporting the medical volunteers, their community, and their neighbors.

Derby gates open at 5:00pm with live entertainment, concessions, and under card races. LVIM's Chief Administrative Officer, Bobby Yates, believes this premier event will generate more awareness of the level of quality medical services in our community.

For more details, visit [www.lakelandderby.com](http://www.lakelandderby.com).

### **ABOUT LVIM:**

LVIM provides free medical, dental and mental health services to eligible working uninsured residents of Polk County through the volunteer participation of doctors, various health specialists, technicians and administrative volunteers. Now in its seventh year of operation, LVIM has more than 14,500 patients enrolled and has totaled more than 140,000 patient visits. In addition, LVIM has provided 35,000 lab tests, 11,000 x-rays, 1,000 screening mammograms and has filled more than 155,000 prescriptions. These astounding numbers have been accomplished through the generous donation of time from volunteers and financial support from donors and community.

### **FOR SPONSORSHIP AND ADDITIONAL INFORMATION:**

Please call Claudia Jordan for sponsorship information at 863-688-5846, ext.118

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