



It's Off To The Races Again in 2010

-The Lakeland Derby adds a third race-the celebrity dash-to its race day agenda-

For Immediate Release

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For the third consecutive year, Lakeland Volunteers in Medicine is proud to present the 2010 Lakeland Derby. As their premier community event and lone fundraiser, LVIM is looking forward to hosting the community in an evening rich in tradition, thrilling competition, and activities for all.

Scheduled for **Friday, April 23rd, 2010**, the Derby will take place at one of Lakeland's most picturesque venues...Lake Mirror. In keeping with tradition and history, the event will once again offer attendees a chance to experience one of Lakeland's most unique lakeside events. Organizers for the 2010 race have introduced a third race featuring local celebrities as the jockeys. From the opening call to the post to the firework extravaganza concluding the festivities, the Derby is a "must attend" for all.

About The Lakeland Derby

This event attracted over 4,000 race fans in 2009 and LVIM looks to increase that total for 2010. "The Lakeland Derby has brought significant community awareness of Lakeland Volunteers in Medicine and its mission of providing healthcare for the working uninsured in our community", states Bobby Yates. As the CEO of LVIM, Yates also commented the Derby results in more volunteers and supporters which give LVIM the ability to increase services to this at risk population".

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.

Derby gates open at 5:30pm with the Maiden handicap race, live entertainment, concessions, and under card races.

For more details, visit 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 eighth year of operation, LVIM has more than 15,000 patients enrolled and has totaled more than 171,500 patient visits. In addition, LVIM has provided 55,000 lab tests, 14,000 x-rays, 1,500 screening mammograms and has filled more than 185,000 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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