



Lakeland Volunteers in Medicine Partners with Lakeland Restaurant

For Immediate Release:
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Lakeland, Florida-LVIM is honored to partner with Fish City Grill in Lakeland in conjunction with Fish City's "First Tuesday" Program. The First Tuesday Benefit Program is an in house campaign that helps local charities and non-profit organizations by donating a percentage of sales to a select organization. Fish City Grill is pleased to announce that on April 7th, 2009, 15% of the total restaurant sales will be donated to Lakeland Volunteers in Medicine.

"We're so pleased to partner with a great community-minded restaurant such as Fish City Grill", stated Bobby Yates, CAO of LVIM. "It's great to see our community embrace our organization and more importantly help Polk County's working uninsured with their medical needs".

LVIM approached Fish City Grill in part of their only annual fundraiser, The Lakeland Derby. This year's Derby will be held on Friday, April 24th at Lake Mirror. "We're grateful for all our supporters and encourage everyone to dine out on April 7th at Fish City Grill in the Lakeland Town Square Mall", added Kim Katsaras, Volunteer Coordinator for LVIM & The Lakeland Derby. Fish City Grill is open on April 7th from 11:00am to 10:00pm and offer a fabulous menu for all.

For more information about Fish City Grill and the First Tuesday Benefit Program, visit www.fishcitygrill.com or call 863-683-1243.

About The Lakeland Derby:

The Lakeland Derby is scheduled for **Friday, April 24th, 2009** downtown at Lake Mirror. 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.

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 14,900 patients enrolled and has totaled more than 160,000 patient visits. In addition, LVIM has provided 45,000 lab tests, 13,000 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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