



Lakeland Volunteers in Medicine Announces First Tuesday at Fish City Grill on March 1, 2011

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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 March 1st, 2011, 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 29th at Lake Mirror. "We're grateful for all our supporters and encourage everyone to dine out on March 1st at Fish City Grill in the Lakeland Town Square Mall", added Joni Eby, Development Coordinator for LVIM & The Lakeland Derby. Fish City Grill is open on 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:

Each year the Derby attracts over 4,000 race goers and organizers look to increase that total for 2011. "The Lakeland Derby is our signature event that allows us to reach the community and showcase our services," states Bobby Yates, CEO of Lakeland Volunteers in Medicine. This event is free and open to the public raising much needed funds for LVIM which provides free health and dental care for the working uninsured of the community. Yates goes on to comment, "the Derby results in more volunteers and supporters which in turn give LVIM the ability to increase our services to this at risk population. We have served a record number of patients this past year."

The Lakeland Derby features ten beautifully hand-crafted swan paddleboats in a thrilling race to the finish line. Derby gates open at 5:30pm with live entertainment, concessions, and under card races. The outdoor event is presented by the Rooms To Go Children's Fund.

ABOUT LVIM:

"The Treatment Is Free. The Care Is Priceless."

LVIM provides free medical, dental and mental health services to eligible working uninsured residents of Polk County through the volunteer participation of doctors, health specialists, technicians and administrative volunteers. Now in its tenth year of operation, LVIM has more than 16,000 patients enrolled and has totaled more than 250,000 patient visits. In addition, LVIM has provided 80,000 lab tests, 16,000 x-rays, 3,000 screening mammograms and has filled more than 220,000 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 Joni Eby for sponsorship information at 863-688-5846, ext.118

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