



SWAN DERBY

LAKELAND VOLUNTEERS IN MEDICINE

FRIDAY
APRIL 26, 2024

*Frances Langford Promenade
at Lake Mirror 5:30pm-9:00pm*

FREE
COMMUNITY
EVENT

SWAN BOAT RACES
LIVE ENTERTAINMENT
YOUTH ACTIVITIES
DERBY HAT CONTEST
FIREWORKS

ARTWORK BY

MOHAWK
BRANDING





THE TRADITION CONTINUES...

Welcome and thank you for joining us at the 17th Annual Swan Derby in support of Lakeland Volunteers in Medicine. On behalf of our Board of Trustees, dedicated staff, and countless volunteers, we extend our heartfelt appreciation for your presence at this cherished community event.

Lakeland Volunteers in Medicine originated from the vision of esteemed physicians and business leaders who recognized the pressing need for a free clinic to serve the medically underserved and uninsured population in Polk County. What began as a noble endeavor has evolved into a vital institution. Now in its 23rd year, LVIM has provided care for over **40,000** patients, totaling more than **700,000** visits. Additionally, tens of thousands of dollars in ancillary services such as x-rays and lab work have been rendered, along with over **509,000** free prescriptions dispensed. The immense generosity of our volunteers and steadfast supporters has enabled LVIM to deliver over **\$142 million** in free healthcare services since its inception in 2001. Tonight, we invite you to revel in the festivities as our gesture of gratitude for your unwavering support throughout the years.

Don't miss out on the opportunity to enhance your experience with a Super Ticket, available for a suggested donation of \$20. By participating, you stand a chance to win incredible prizes, including \$1,500 in Rooms To Go gift cards, a \$500 Publix Gift Card, and more. Moreover, you can make a general donation and give the gift of good health to our community. Just scan the QR code below and know that at LVIM for every \$1.00 donated, nearly \$5.00 are returned to the community.

Special thanks to our many sponsors, donors, board, staff, and volunteers who have made the Swan Derby possible for the past 17 years. Please accept my sincere gratitude for your support and dedication to to our mission.

Ever grateful,

Alice V. Koehler, MBA
Lakeland Volunteers in Medicine
President & CEO

[**CLICK HERE**](#)
to donate to LVIM!

RACE DAY SCHEDULE

- 5:30 PM** 2024 Swan Derby Officially Begins
Derby Emcees - 97 Country Morning Crew
Entertainment - The Detectives
Concessions Open
Super Ticket and Sales Open
SwanLand - Children's Area
- 5:30 PM** VIP Reception - Magnolia Building
- 6:00 PM** Call to the Post
Race 1: Maiden Handicap - Featuring Local Non-Profits
- 6:30 PM** Awards for Maiden Handicap - Local Non-Profits
- 6:45 PM** Call to the Post
Race 2: Derby Dash - Featuring Leaders of Polk
- 7:00 PM** Super Ticket Drawings (*Items #1-4*)
- 7:10 PM** Awards for Derby Dash - Leaders of Polk
- 7:20 PM** Presentation of Colors - Lake Gibson High School JROTC
National Anthem - Juliette Valle - Miss Florida
- 7:25 PM** Parade To The Post
Featuring The Detectives
- 7:45 PM** Call To The Post
Race 3: The Swan Derby
Hat Contest/Derby Raffle concludes
- 8:00 PM** Super Ticket Drawings (*Items #5-8*)
- 8:15 PM** Race Concludes
Derby Hat Contest Awards
- 8:25 PM** Swan Derby Awards Ceremony
- 8:40 PM** Super Ticket Drawings (*Items #9-12*)
- 8:45 PM** Live Entertainment Proudly Presented by LVIM - The Detectives
- 9:00 PM** Fireworks

SUPER TICKETS

YOUR CHANCE TO WIN BIG

Drawing taking place at 7:00 PM



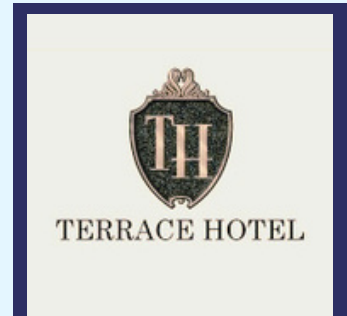
1 1 Year Membership
3 Personal Trainings



2 Summer Fun
Youth Activities Basket



3 \$300 Exterior
Cleaning Services



4 3 Course Dinner for 2
Bottle of Wine & Gift

Drawing taking place at 8:00 PM



5 VENUE Salon Basket
Dainty Links Jewelry



6 5 Hour Fishing for 2
Dolphin Watch for 2



7 2-Night Stay
Standard Cabana



8 65qt Engle High-
Performance Cooler

Drawing taking place at 8:40 PM



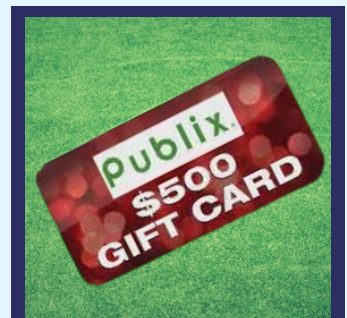
9 Trek Electra
Cruiser Bicycle



10 (3) \$500 Gift Cards
Rooms to Go



11 SONY
Play Station 5



12 \$500 Gift Card
Publix Super Markets

[CLICK HERE TO BUY YOURS!](#)

THANK YOU TO OUR 2024 SWAN DERBY SPONSORS!

Presenting Sponsor



PUBLIX SUPER MARKETS
CHARITIES

Triple Crown Sponsor

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UNDER ONE TENT/LAKELAND MOONWALK · WATSON CLINIC · WAWA

Silks & Swans Host



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Friends of the Derby

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MOHAWK BRANDING · PREMIER MORTGAGE RESOURCES
PUBLIX MARKETING & PUBLIC RELATIONS · ROOMS TO GO · SPATH JEWELERS
TERRACE HOTEL · TOP DOWN EXTERIOR CLEANING · TREK BICYCLE · LAKELAND
VECCHIO, CARRIER, FELDMAN & JOHANNESSEN, PA · VENUE SALON
WILL POWER FITNESS

Featuring Local Non-Profits - 6:00 PM

MAIDEN HANDICAP

1

INSPIRING GOOD (SINCE 1902)

CHILDREN'S HOME SOCIETY OF FLORIDA
SUMMER PFEIFFER &
GINNY SIGLE

6

THE A TEAM

ACHIEVEMENT ACADEMY
KRISTIN AIKEN &
ASHLEE COFER

2

SWAN PROFIT

*BREAST CANCER FOUNDATION OF
CENTRAL FL*
SANDY MENDEZ &
JUDITH WAITS

7

GIRL POWER

PACE CENTER FOR GIRLS
LAURIE ATKINS &
JESILYNN PFEFFER

3

ONE MORE CHILD

ONE MORE CHILD
LEON BATTLE &
CASEY BATTLE

8

ROAR

ROAR FLORIDA
MICHAEL SARRA &
HUNTER HARILDSTAD

4

ENGAGE BRIGADE

ENGAGE BARTOW
KRISLIN KREIS &
CARLY REIFENRATH

9

STAR SCHOLARS

ACADEMY PREP
JAZZ BENNETT &
ANNA TOMS

5

LIFE SAVERS

OPTIONS FOR WOMEN
AVA WINKLER &
VICTORIA VICE

10

SWANZILLAS

JSL BARTOW
MONICA FERNANDEZ &
ASHLEY DAUGHTRY

Featuring the Leaders of Polk - 6:45 PM

DERBY DASH

1

**LIKE FATHER,
LIKE SWAN**

REID REYNOLDS &
TONY REYNOLDS

6

**IT'S SWAN LIKE
DONKEY KONG**

JOHN-MICHAEL ELLIOT
& RICHARD EIJO

2

**SWANNA BUY A
HOUSE**

LINDSEY THIBODEAU &
STEVE STICKLAND

7

**GIRLS JUST
SWANNA HAVE FUN**

ASHLEY LLOYD &
DAKOTA TEWS

3

**SUNRISE
ROTARIAN**

DAWN MCDONALD &
LEVI STOVALL

8

**SWANNEDEGA
NIGHTS**

ANDREA MERRIT &
SARAH BAYLIS

4

**SWAN
CONNERY**

JOSH VASQUEZ &
CRYSTAL GOFFE

9

**TOP
SWAN**

ADRIANNA DARR &
RYAN LARSON

5

**TWO PENS A
PED'LING**

KALEIGH AVIAN &
AUDREY LOPEZ

10

**SWANNA MOVE
IT, MOVE IT**

CHRISTINE HUBBERT &
JOHN HUBBERT

SWAN DERBY

Race Time - 7:45 PM



1 MR. GEORGE

Owner: Publix Super Market Charities

Jockeys: John Hickman & Justin Calabrese

In 1966 Publix Super Markets founder George W. Jenkins, affectionately known as Mr. George, established a charitable foundation with the intention of caring for his community—and with a vision that the giving would continue long after he was gone. Today, Publix Super Markets Charities remains committed to serving the communities in which Publix operates. And the legacy of giving continues.



2 SWANTREPRENEUR

Owner: Vanguard LED Screens

Jockeys: Adam Hamid & Sophia Alfiky

VANGUARD LED DISPLAYS is committed to providing the highest quality products, best pricing, expert technical personnel, outstanding responsive customer service, exemplary delivery, and impeccable after-sales service. VANGUARD LED DISPLAYS sources its LED screens from factories that excel in a specific LED technology. This enables VANGUARD LED DISPLAYS to offer an extensive range of the "best of the best" and the latest from what is available in the market.



3 NORMA

Owner: Harrell Family Charities

Jockeys: Zackary Hughes & Richard Correa

Harrell's is a leading producer of quality custom blended fertilizers and a distributor of chemicals and grass seed for the golf course, sports turf, lawn & ornamental, and horticulture industries. Established in Lakeland, Florida in 1941 as Harrell's Feed Store, Harrell's is privately owned by the Harrell family with Jack Harrell, Jr. serving as the company's CEO. Harrell's products are used by professionals worldwide. Harrell's is the exclusive Eastern formulator and a leading world distributor of POLYON® Technology.



4 CAMP SWANARITAVILLE

Owner: Camp Margaritaville

Jockeys: Beth Wiley & Caroline Milne

Camp Margaritaville RV Resort Auburndale is a family-friendly RV and cabin oasis located in Central Florida. Situated on 66-acres located off the Polk Parkway next to Lake Myrtle in Auburndale, our resort is your all-access pass to everything Florida. From our two resort swimming pools, complete with a 147 ft. water slide, to our 9-hole putting course and tiki bars, we offer amenities to excite the whole family.



5 SOUTHERN SWAN

Owner: Southern Homes

Jockeys: Kate Spangler & April Vita

Since 1991, Southern Homes has been devoted to building quality new homes of superior design. With a stellar customer service rating and business longevity, Southern Homes has proven ourselves as "A Neighbor You Can Trust".

SWAN DERBY

Race Time - 7:45 PM



6 HARVEY

Owner: MABE

Jockeys: Charles Pansler & Walker May

With over two decades of experience across the country, MABE specializes in designing sound, lighting, video and projection technologies for multiple industries. MABE installs permanent sound, lighting and video systems, as well as conducts live productions such as, concerts, camps, conferences, conventions, meetings, etc.



7 SWAN SONG

Owner: Big 4 Radio Group

Jockeys: Nick Whimberley & Kayleigh King

Did you know that Lakeland is home to FOUR radio stations? 97 Country (97.5) is your Hometown Country Station, playing the best country music in 32 Florida counties! Max 98.3 plays all the "Big Hits" from the 70's through today. Talk 96.7 and Wonn 1230 are stations exclusive to Polk County.

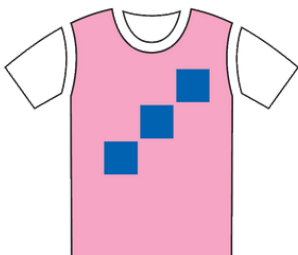


8 MORTY

Owner: Rooms to Go

Jockeys: Dominique Spikes & Kevin Stevens

Rooms To Go opened its first store in 1991. Since then, Rooms To Go has grown into America's #1 independent furniture company with the nation's largest furniture inventory. Rooms To Go introduced the concept of displaying and packaging furniture in complete settings. By offering stylish furniture at everyday low prices, original room packages, superior service and fast delivery, Rooms To Go is America's favorite place to buy furniture.



9 SWANNA RETIRE?

Owner: CPS Investment Advisors

Jockeys: Eric Jackson & Patrick Gauthier

Since 1975, we have helped our clients plan for the future and achieve financial independence. Founded by CPAs with a passion for planning, we bring clarity to complex financial situations through transparent, tax-efficient plans guided by your unique goals. As a fiduciary with access to all investment vehicles, including publicly traded stocks, our recommendations are always driven by your best interests. No commission biases. No limited family of funds. Just prudent, holistic financial plans that steadily build wealth for long-term prosperity and peace of mind. Think of us as your personal CFO—available whenever you need us as a partner and planner for your entire financial life.



10 ANNABELLE

Owner: Lakeland Volunteers in Medicine

Jockeys: Patick Ramos & Scott Kurtz

LVIM provides FREE, primary medical, dental, and mental health care to those who are working and uninsured in Polk County, FL. LVIM exists to fill the gap in healthcare coverage for those who are working and uninsured. Our patients do not qualify for government assistance, but cannot afford the price tag of high-cost health insurance premiums. In the past 20 years, LVIM has served over 30,000 patients.

SWAN DERBY HAT CONTEST

*If it's people watching you're after,
then you're in for a treat!*

Experience the Swan Derby in all its splendor by participating in the Derby Hat Contest, a cherished tradition that adds a touch of flair to this beloved community event. Open to all attendees, this contest invites individuals to showcase their creativity through unique headwear that reflects the essence of the Swan Derby. As paddlers race across the water, spectators can join in the excitement by wearing their most stylish, derby-themed, or outrageously funny hats.

This long-standing tradition is a fun way to embrace the purity of the Swan Derby. Our distinguished panel of judges will score each hat based on elegance and creativity. All patrons are welcome to participate in one of the five categories:

- 1) MOST GLAMOROUS/STYLISH HAT
- 2) BEST DERBY THEMED HAT
- 3) FUNNIEST OR MOST OUTRAGEOUS HAT
- 4) BEST CHILDREN'S HAT
- 5) BEST MAN'S HAT
- 6) GRAND PRIZE DERBY HAT





Volunteers Needed!

WE NEED YOUR HELP!

Non-Clinical Volunteer Positions Available
No Medical Experience Required

Openings: Monday thru Friday
Shifts: 7:45 am-12 PM & 11:45 AM-4PM

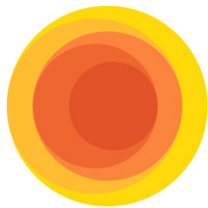
Tell your friends and family!
**For more information or to
apply visit**

lvim.net/volunteer

LET YOUR KIDS JOIN THE FUN AT



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SPECIAL THANKS TO:

2 Sisters Events & Designs

Big 4 Radio Group

City of Lakeland Parks & Recreation

Dr. Daryl Ward

Lakeland Fire Department

Miss Lakeland & Miss Florida Pageants

Old Salt Marine

Publix Good Together Truck

TLC Catering by Terrie Lobb

The Detectives

Under One Tent/Lakeland Moonwalk

Vanguard LED Screens

Thank you
for supporting



LVIM

LAKELAND VOLUNTEERS IN MEDICINE



STRENGTHENING OUR CONNECTIONS.

**We're proud to support those
who work toward a brighter
tomorrow by helping others.**



NOURISHING COMMUNITIES