

news release

Winter Haven Hospital
200 Avenue F, N.E.
Winter Haven, FL 33881



Winter Haven
Hospital

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More information:

Christina Fitzsimons

Winter Haven Hospital Foundation

(863) 292-4178

christina.fitzsimons@winterhavenhospital.org

www.the100challenge.com

The 100 Challenge ‘Serves Up’ exciting new additions in 2010

WINTER HAVEN, FL – (March 11, 2010) – What began as a personal challenge between golfing buddies to play 100 holes of golf in a single day is now a major philanthropic event in Polk County. The goal: Raise \$1 million for the nationally-accredited Winter Haven Hospital Stroke Center within 10 years, and raise awareness about stroke identification in our community. This year's event will feature exciting new additions, including 100 Games of Tennis. All of the festivities will occur at Lake Region Yacht and Country Club: **100 Games of Tennis Tournament** on April 17 and 18, **100 Holes of Golf Tournament** on April 22, and **The 100 Challenge Cocktail Party** on April 22 at 6:30 p.m.

This unique fundraiser, founded by Winter Haven residents **Joe Jensen, Peter Cassidy** and **Dwain Hughes** is in its fifth year. This year, 100 Games of Tennis will feature 12 female teams and 12 male teams of two players each competing in a round-robin style tennis tournament. Each player must complete 100 games, which is an average of 10 sets. The two-day tournament will take place at Lake Region Yacht & Country Club over the weekend of April 17-18.

The 100 Holes of Golf Tournament is scheduled for April 22, 2010 at Lake Region Yacht & Country Club. Starting around 6:30 a.m., up to nine teams of golfers will play 100 holes each, as they challenge friends and colleagues to support them for each hole played. While some teams will swap players in and out throughout the day, many individual players will personally complete all 100 holes. Unlike many team golf tournaments, this challenge is not a scramble. Instead each team of four players combines their total score over the 100 holes.

The 100 Challenge will culminate in a chic cocktail party at Lake Region following The 100 Holes of Golf. This party celebrates months of fundraising and hard work by The 100 Challenge participants, and is a fundraiser in itself. Each year, the 100 cocktail party welcomes more than 350 guests to witness the incredible transformation of the Lake Region

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Yacht & Country Club. In 2010, the theme is “Swinging Back to the 70’s” with elaborate décor and entertainment reminiscent of the decade, decadent food and cocktails, and for the first time, a silent auction. Tickets are available to the public for a \$250 donation.

The 100 Challenge raises funds for Winter Haven Hospital’s nationally accredited Stroke Center. In 2006, not-for-profit Winter Haven Hospital’s Stroke center was designated by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) as a Primary Stroke Care Center, making the hospital a Primary Stroke Care Center serving Polk, Highlands and Hardee counties. To date, The 100 Challenge has raised \$476,532 for the Winter Haven Hospital Stroke Center.

“Our 10-year goal is \$1 million,” said **Peter Cassidy**, co-founder of The 100 Challenge. “We are so overwhelmed and grateful that the community has come together and supported this event to the extent that we’re almost halfway there after only four years.”

Lance Anastasio, president and CEO of Winter Haven Hospital, said: “In the growing support for “**The 100**,” we see evidence of increasing community-wide support of the Hospital’s not-for-profit healthcare mission. Everyone is looking for a way to do their part to ensure that we can continue to attract outstanding caregivers and equip them with the best tools. Whether you are a golfer, tennis player or you are supporting the event in some fashion, you are playing a role to make our community better.”

For more information about The 100 Challenge, or to get involved in this year's event, visit the website at www.the100challenge.com.

About the Winter Haven Hospital Foundation

The Winter Haven Hospital Foundation, Inc. is a not-for-profit charitable institution governed by a board of volunteer trustees who serve without pay. In an effort to meet the communities needs of our health service organization and the growing communities it serves, the Foundation provides philanthropic support for the very latest in medical care, technology, equipment, facilities, manpower, and education for Winter Haven Hospital, the Regency Medical Center and the many other health services the Winter Haven Hospital Foundation provides in east Polk and Highlands counties.

About Winter Haven Hospital

Established in 1926, Winter Haven Hospital serves as the major medical center for east Polk and Highlands counties and U.S. Highway 27/Ridge Corridor. The 527-bed hospital is a division of Mid-Florida Medical Services, Inc., a locally owned and operated not-for-profit organization. The hospital is fully accredited by the Joint commission on accreditation for Healthcare Organizations (JCAHO) and has more than 300 board-certified physicians on its medical staff representing every major specialty. Winter Haven Hospital is affiliated with the University of Florida College of Medicine/Shands Healthcare. And with more than 2,500 employees, Winter Haven Hospital is the largest private employer in east Polk County. Winter Haven Hospital has been recognized by Polk Works Workforce 2020 as one of the best places to work in Polk County for two consecutive years.

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