

news release

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Winter Haven
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Inaugural Polk County Cup tennis tournament will raise funds to aid premature infants

WINTER HAVEN, FL – (January 27, 2012) – The inaugural **Polk County Cup**, a new tennis tournament that seeks to raise awareness of the needs of newborns requiring special care due to illness or premature birth, will be held March 30-April 1. This first-of-its kind event will be hosted by **John and Tracy Scheck** of Winter Haven at the Lake Region Yacht & Country Club.

Proceeds from the charitable event will be administered through a donor-advised Fund established with the Community Foundation of Greater Winter Haven and will be used to:

- Help fund services provided by the Neonatal Intensive Care Unit (NICU) at Winter Haven Hospital's Regency Center for Women and Infants.
- Provide scholarships to individuals at Polk State College aspiring to a career in nursing, and who upon their graduation are willing to give back to the community through employment at the Regency Center for Women and Infants.

The event will be held over three days:

- Friday, March 30: Kickoff dinner at the Scheck home for players and sponsors.
- Saturday, March 31: Tournament play
- Sunday, April 1: Tournament finals

John Scheck is a wealth advisor and branch manager of Morgan Stanley Smith Barney in Winter Haven. He is also the past president of the Community Foundation of Winter Haven.

“Tracy and I are excited about the chance to bring an event like this to our community,” Scheck said. “Tennis is easy to play and exciting to watch so we think everyone who participates will have a lot of fun. We are also very pleased to be able to bring attention to one of the most important healthcare issues in our community.”

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Eric Adamson, chairman of the Winter Haven Hospital Foundation Board of Trustees, said: “We have a history in Winter Haven of community-minded individuals stepping forward to improve our quality of life. We couldn’t have a locally owned, not-for-profit healthcare institution like Winter Haven Hospital without leaders like the Scheck family stepping forward. The Polk County Tennis Cup promises to be another outstanding example of that tradition.”

Lance Anastasio, president and CEO of Winter Haven Hospital, said: “On behalf of the more than 2,500 employees at Winter Haven Hospital, I want to offer our thanks to the Schecks and all of those who have committed to participating in the Polk County Tennis Cup. Expressions of support like this mean more to our staff than I can express.”

Joel Thomas, Vice President Development, Marketing & Public Relations for Winter Haven Hospital, said: “Forming philanthropic partnerships with visionary community leaders like John and Tracy Scheck is key to creating the future of healthcare we all want to see right here where we live. We are very grateful to John and Tracy for their commitment to this initiative and we look forward to working with them for years to come.”

For sponsorship and ticket information, please call Holly Hughes at the Winter Haven Hospital Foundation at (863) 292-4138.

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. The Foundation cultivates philanthropic support to provide patients with state-of-the-art medical care, cutting-edge technology and equipment, top quality education, and the best educated and trained personnel. The funds benefit the patients of Winter Haven Hospital, the Regency Center for Women & Infants, and many other health services provided to our growing community.

About Winter Haven Hospital

Established in 1926, Winter Haven Hospital serves as the major medical center for east Polk and Highlands counties and the U.S. Highway 27 / Ridge Corridor. The 527-bed hospital is 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. Affiliated with the University of Florida College of Medicine/Shands Healthcare, Winter Haven Hospital also is the home of **Bostick Heart Center**, the **Cassidy Cancer Center**, the **Regency Center for Women and Infants**, the **Center for Urology** and the **Robotics Institute**, a nationally accredited **Stroke Center** and the nationally accredited **Joy-Fuller Rehab Center**. In January, the hospital was recognized by the American Nurses Credentialing Center (ANCC) with the prestigious designation of Magnet status, recognition granted to only 5 percent of the nation’s hospitals. With more than 2,500 employees, Winter Haven Hospital is east Polk County’s largest private employer and has been recognized for three consecutive years by Polk Works Workforce 2020 as one of the county’s best places to work. For more information, please visit our Web site at www.winterhavenhospital.org.