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‘The 100’ charity golf marathon returns for 4th year

*Intrepid golfers from throughout Polk County have turned **The 100** into one of Polk County’s premier philanthropic events. Last year, nine teams of golfers raised more than \$210,000. Organizers are shooting even higher this year.*

WINTER HAVEN, FL – (March 25, 2009) – What began as a challenge among golfing buddies has turned into one of Polk County’s premier philanthropic events. The 2009 edition of **The 100** charity golf tournament will be played on Thursday, April 30, 2009 at the Lake Region Yacht and Country Club.

Last year, nine teams of golfers played 100 holes of golf, challenging friends and colleagues to support them for each hole played. The event raised more than \$210,000, bringing the three-year total to more than \$350,000.

Pledges of support will be contributed to Winter Haven Hospital’s nationally accredited Stroke Center. This not-for-profit center of excellence has been designated by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) as a Primary Stroke Care Center. The Center is recognized as the only one in Central Florida to be recognized in the top 100 in the nation by *U.S. News & World Report*.

“It has been a pleasant surprise to see how the community has embraced this event,” said **Pete Cassidy** who spearheaded the first tournament in 2006. “The seed that we planted a few years ago has grown and flowered thanks to the support we’ve seen from every corner of Polk County.”

Nine teams of golfers will participate in the tournament, challenging friends and colleagues to support them for each hole played. The nine teams represent the following sponsors: The Nissen Group, Cassidy Homes, Hughes Corporate Printing, Jack Myers, in memory of Mary M. Myers; CenterState Bank; Bright House Networks; State Farm; Colorado Boxed Beef; Olson Construction; Cubix; Cooper Watson; Tucker Paving; Morgan Stanley and UBS.

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Tournament founders continue support for Stroke Center (Page 2)

The day will be capped with a reception and cocktail party. The event will feature a Moroccan theme, cocktails, extravagant hors d'oeuvres, live music, hand-made cigar rolling, fireworks display and more. The cocktail party already has more than 300 paid attendees and tickets are still available.

Don Ingram, chairman of the Winter Haven Hospital Foundation Board of Trustees, praised the golfers for being willing to put themselves through a long day of golf.

"It's tough...very physical, make no mistake about it," Ingram said. "Anyone willing to play in this tournament and use that opportunity to raise funds for healthcare in our community is making a world-class commitment."

Joe Jenson, chair of 2009 event and one of the tournament's founders, said: "We have heard the stories of the lives that have been saved and the families that have been kept together because of the tremendous things that the Stroke Center can do in these emergency situations. It's because of the generosity of the people in this community that makes this possible. It's amazing what happens when you put a challenge like this in front of people. They rise up to meet it and do great things for the community at the same time."

Lance Anastasio, president and CEO of Winter Haven Hospital, said: "In the growing support for The 100, we see evidence of growing community-wide support for 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 or you are supporting the event in some fashion, you are playing a role to help make our community better."

Joel Thomas, Vice President Development for Winter Haven Hospital Foundation, noted that Pete Cassidy's brother Steve is a Foundation Trustee and his brother, Al, is a Hospital trustee. The Cassidy family two years ago contributed a \$2.5 million gift to the Foundation. To honor and recognize the family's investment, the Hospital's new cancer treatment center was named the Cassidy Cancer Center at Winter Haven Hospital. Joe Jensen is owner of Reni Publishing and the Nissen Group Advertising Agency. Another tournament founder, Dwain Hughes, is owner of Hughes Corporate Printing and is a long-time supporter of Foundation efforts.

Other major sponsors include: Tally-Ho Jewelers; Webb's Candy, Oakley; Fields Huston Cadillac; Straughn & Turner; Atlantic Blue; Trash Taxi; TECO; Beef O'Brady's; Polk Therapy and Florida Refuse.

About Winter Haven Hospital Foundation

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 continuing 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

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Medical Center and the many other health services MFMS 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 the 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 three consecutive years.

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