

# NEWS RELEASE

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## *Nonprofit Health Clinic Credits Good Media Coverage for Four Years*

*Thanks to Local CBS Affiliate and other Media Partners providing good coverage  
and support, CVIM is still standing after Four Years of Success*

**CHARLOTTE, NC - March 9, 2009-** There was a time when Donna Lacey, executive director of **The Charlotte Volunteers in Medicine Clinic (CVIM)** wasn't sure if her vision for her nonprofit health clinic to serve the uninsured in Charlotte-Mecklenburg would come to fruition. She recounts, "The early days were testy. The demand for the clinic was much greater than the supply and with limited funding for a while, I wasn't sure if the clinic would be able to meet the needs of Charlotte's uninsured."

Then came the answer to a prayer, **V101.9's Chirl Girl** allowed Donna the opportunity to be on-air to talk about the clinic and to let the public know that it existed to serve a growing uninsured population. Lacey says, "**Chirl Girl** was one of **CVIM's** first media partners. If not for the **V101.9** family reaching out to us to give us coverage, I'm not sure we would have made it through the first year." That connection was solidified with veteran News and Public Affairs Director and Charlotte-native, **Beatrice Thompson** of **WBAV's "Straight Talk with Bea Thompson"**. **Thompson** immediately embraced the concept of **CVIM**. **Bea** committed herself to helping the clinic get coverage for their planned events and outreach whenever possible. Lacey shares, "**Bea Thompson** is a God-send. Because of her belief in **CVIM**, she and the **WBAV** family have truly gone above and beyond the call of duty to support us in our greatest times of need."

Lacey, a regular on **Thompson's** Sunday morning program, has truly had more than 15 minutes of fame on **WBAV**. "If I can't count on anyone else, I know **Bea** and the crew will take care of us." Lacey also expressed her appreciation for **Terri Avery, General Manager at WBAV**. "The **WBAV** family can only do what **Terri** gives her blessing to. She has been on board since day one."

**CVIM** has also received substantial coverage from **News 14 Carolina's, Johnell Johnson**. **News 14** covered **CVIM** when basketball legend **Earl "The Pearl" Monroe** made an appearance at **Boehringer Ingelheim's "One Week Challenge"** for men's health to bring awareness to prostate health in 2006, as well as, covering the annual "**Take A Loved One to The Doctor Day**" health awareness event..

When it came time to report on **CVIM's** impact on the community and the plight of the uninsured, **WFAE's Julie Rose** and **Pride Magazine** were the first responders while **The Charlotte Post** and **The Charlotte Observer** made sure to capture the honors, awards and signature events, "**Cooking Gents of Charlotte**" has been featured in both newspapers including photos appearing in **Charlotte Magazine**.

Again, Lacey shares, "The local media has been incredible. They truly have a heart to report what's important to the community and shed light on programs and leaders that are here to make life just a little easier if possible." Lacey continues, "I am grateful for the media coverage **CVIM** has received over the years and look forward to even greater successes to report through the media in the years to come."

**CVIM** continues to have a major impact within Charlotte-Mecklenburg County and is credited for changing peoples' attitudes about their health and healthcare delivery. **CVIM** has been covered by media such as: **V101.9, Power 98 FM, WFAE, WGIV, Q92.7, News 14 Carolina, WSOC-TV, Pride Magazine, The Charlotte Observer, The Charlotte Post and Advance for Physician Assistants**. **CVIM** would like to express a sincere thank you to the media, donors, volunteers, staff, board members, partners and supporters for their dedication and commitment to ensuring **CVIM's** success.

For more information about **CVIM** and its vision of service to Charlotte-Mecklenburg's uninsured or to inquire about becoming a donor, partner or volunteer, please visit [www.cvimnc.org](http://www.cvimnc.org) or call Donna M. Lacey at 704-350-1300.

All media inquiries should be directed to The Write Stylz Public Relations Firm at [publicist@thewritestylzprfirm.com](mailto:publicist@thewritestylzprfirm.com) or via phone at 678-402-8184.

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### **About The Charlotte Volunteers in Medicine Clinic**

The Charlotte Volunteers in Medicine Clinic is a program of Project HealthShare, Inc. Project HealthShare, Inc., a 501(c)(3) non-profit organization, is committed to promoting the objectives of Healthy People 2010. Project HealthShare, Inc. supports the federal government's initiative to Eliminate Racial and Ethnic Disparities in health, which focuses on "closing the gap" with regard to racial and ethnic differences in diabetes, AIDS, cardiovascular disease, and cancer screening.

For more information or to inquire about volunteer opportunities, donor/sponsor opportunities or patient services, please call (704)350-1300 or visit [www.cvimnc.org](http://www.cvimnc.org) .