

KID'S DAY of Lexington

Dear Kid's Day Friend,

On April 24, 2009 Palmetto Chiropractic Center will present the 10th annual KID'S DAY OF LEXINGTON. Widely known as a premier event in the midlands, it is solely intended for the education of families on issues of health, safety and environmental awareness. The benefactors of this event are the Nancy K. Perry Children's Shelter and the Dickerson Center for Children. The mission of **Kid's Day of Lexington** is to "create a better community by educating and caring for the people of the midlands with love, honesty and laughter".

Here are some examples of what took place during previous Kid's Day of Lexington celebrations: The Lexington PD distributed ID kits, the Lexington FD exhibited fire trucks and provided safety tips and the Lexington EMS exhibited an ambulance. Palmetto Smiles performed dental screenings, Palmetto Chiropractic Center performed computerized spinal screenings and distributed information regarding disease prevention and health promotion.

WMHK was on location to cover the event. Golden State Foods, Kiwanis, several local churches, Lexington Life Magazine and Palmetto Parent Magazine had interactive booths. The Lexington County Library brought the bookmobile and Usborne Books and Lexington School District One promoted reading for children. Air Fun rentals provided inflatables. Several agencies and businesses combined to celebrate Earth Day by promoting environmental improvement issues. Mayor of Lexington, Randy Halfacre and elected officials Nikki Haley, Ted Pitts and members of Lexington Town Council stayed all day to meet with families. Piggly Wiggly, Waffle House, Culligan Water, Edy's Ice Cream and Chiquita Banana provided food and drink.

Other booths were Best Buy and The Geek Squad My Gym, the Body Shop, Eye Care of Lexington, Wal Mart, Lexington County Sheriff Department, All American Imaging, Heritage Christian Academy, Mad Science of Columbia, M.C. Kim's Tae Kwon Do, Girl & Boy Scouts, DHEC, SCCOT, Babies R Us, Department of Special Needs, Lexington County Aging & Recreation, Lexington Medical Center just to name a few!

We enjoyed performances on the stage from Ronald McDonald, Pointe of Grace Performing Arts Studio and a patriotic tribute all hosted by WIS's Judi Gatson.

Appearances were made by Cocky from USC, Clemson Tiger, the Chick-fil-a Cow, Smokey the Bear, Bugs Bunny, McGruff the Crime Dog, Columbia Inferno and the Piggly Wiggly Pig and Clifford the Big Red Dog.

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Again, all proceeds from **Kid's Day of Lexington** donations will benefit the Nancy K. Perry Children Shelter and the Dickerson Center for Children. Each of these facilities for abused children is in constant need of help from the community and we at Palmetto Chiropractic Center are honored to be a friend to both organizations.

For this year's event, we plan to have *more* people, food, giveaways, booths and participation. Over 10,000 people enjoyed last year's event. This attendance requires **Kid's Day of Lexington** to organize and advertise on a grander scale. Contribution levels are as follows...

- \$500 bronze sponsors will have their name on a "board of contributors" sign displayed at the park entrance
- \$1000 silver sponsors will have a 2'x3' logo displayed on a banner at the park entrance
- \$3000 Grand Sponsor will have multiple advertisement signage, logo displayed on the 12' x 6' Kid's Day banner at the event

You may also participate in **Kid's Day of Lexington**. Monetary donations are important, but donations of time are just as important. Booths will be available for your participation for a \$50 donation. All donations made to **Kid's Day of Lexington** are tax deductible (we are a 501(c)(3) nonprofit organization).

This is becoming an anticipated annual event for the community and we are searching for partners to help continue this Lexington tradition. We at Palmetto Chiropractic Center once again look forward to making **Kid's Day of Lexington** exciting and educational for the families of the midlands.

Yours In Health And Wellness,

Jud Heldreth, DC

Jason Yoder, DC

Dayna Britt, CA