

# HOLY PRESS COVERAGE BATMAN

Holy Press Coverage Batman, the reporters have us surrounded. Press coverage for the 2009 CARE FAIR was fabulous. Alise Orlandi was running from one microphone to the next telling Channel 4 and Fox 13 all of the amazing facts on CARE FAIR and the Junior League of Salt Lake City. They entered the building at the same time, so you can just imagine what happened next. Channel 5 also did a short blurb on the event. The Salt Lake Tribune and the Deseret News had two great articles. Make sure you take a moment and read them.

PR Committee 09

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## Junior League sponsors health care fair

**The Salt Lake Tribune**

Updated: 07/28/2009 04:34:56 PM MDT

Free medical tests and screenings will be available July 31 and Aug. 1 at Horizonte Instructional and Training Center, 1234 S. Main St. in Salt Lake City.

Sponsored by the Junior League of Salt Lake City, the Community Assistance and Resource Event, or CARE Fair, is in its 17th year and includes more than 50 community agencies.

Services will include children's immunizations and physicals, women's cancer screenings, HIV testing, eye, ear and dental exams.

Volunteers will also provide information on Medicaid, state benefits such as food stamps, job counseling and more.

Free child care and Spanish translation will be provided.

The event will take place from 10 a.m. to 8 p.m. on July 31 and 10 a.m. to 5 p.m. on Aug. 1.

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Whenever you give away free stuff, you're bound to draw a crowd — particularly when the free stuff includes cancer screenings, school physicals, childhood immunizations, eye and hearing exams, dental checkups and diabetes, cholesterol and HIV tests.

The kind of stuff that can save an arm and a leg but can also cost an arm and a leg.

No one needs to tell this to the Junior League of Salt Lake City, the city's most beautiful (only women are allowed) charitable organization that is hosting its 17th annual Care Fair today and Saturday at the Horizonte Center, 1234 S. Main.

All of the above services, and a bunch more, are absolutely free to absolutely anyone.

Over the years, as the Care Fair's fame and legitimacy — there really are no strings attached — has spread, it has attracted more and more "customers." Last year, for example, some 2,100 people, including 20 women who wanted to find out if they were pregnant, took advantage of the wide variety of services.

This year, with the economy needing its own health checkup, the number is expected to be even higher. (Hours are 10 a.m. to 8 p.m. today and 10 a.m. to 5 p.m. Saturday. The wise and the experienced will arrive early.)

All of which is a long way of explaining why Rholinda Lange has a massage scheduled for Sunday morning.

Story continues below

Rholinda is the Junior League volunteer who is in charge of the queue at the Care Fair entrance.

She's the gatekeeper, the air traffic controller.

Or, as she describes it, "The 'try to be patient with us because we're moving as fast as we can' person."

More than anyone, she knows how popular the Care Fair has become.

"The original idea was to do everything we could to help children enter school," she says, recognizing the annual need for children to have physical checkups before the school year begins.

"That's still an important part of what we do," she continues, "but it's evolved into a lot of additional help for everyone in the family."

Rholinda first became involved with the Care Fair in 1996, just three years after its inception. That first year, she remembers, the Junior League held the whole thing in part of the gymnasium at West High School.

"Now, we're taking up four floors at the Horizonte Center," she notes.

She remembers the first year they had to institute some sort of crowd control.

"We had people take a number," she says, chuckling at the memory because she was the one who called out the numbers — in both English and, because of the large amount of Hispanic customers, Spanish.

I was confident I could count in Spanish," she says, "but I found out I could only do it in sequence. I had to start at 'uno' every time and go from there. I'd put my hands behind my back and count on my fingers until I got to the number I wanted. People caught on to what I was doing. That kept a lot of people entertained."

Another problem arose when she realized she couldn't count past 10 in Spanish.

"We have since gone to taking names," she says. "I can slaughter names in both English and Spanish."

The communication she appreciates most, Rholinda says, is people expressing their appreciation.

"No matter what language they speak, people manage to convey their joy and thanks," she says. "They do it with smiles, nods, hugs, and you have no doubt you've been thanked."

Those expressions, and the good selfless work of hundreds of medical practitioners that is behind them, are what keep her coming back every year for more.

"I know that by six o'clock Saturday night I will be emotionally, physically and everything else brain dead," she announces with absolute assurance.

But after that comes that Sunday morning massage — and a year to get ready for next year.

Lee Benson's column runs Monday, Wednesday, Friday and Sunday. Please send e-mail to [benson@desnews.com](mailto:benson@desnews.com)

## Largest free health clinic benefits Utah families

Last Update: 7/31 7:14 am

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Health Services (KTVX )

SALT LAKE CITY, Utah (ABC 4 News) - On Friday July 31, and Saturday August 1, 2009, Horizonte Instructional and Training Center, 1234 South Main Street, Salt Lake City, Utah will be converted into Utah's largest healthcare clinic where individuals and families will receive free medical tests and screenings. Sponsored by the Junior League of Salt Lake City, the Community Assistance and Resource Event, or CARE Fair, is now in its 17th year and offers the services of over 250 local medical volunteers and over 50 community agencies.

The Junior League of Salt Lake City's 2009 CARE Fair, which began in 1993, is a health fair assisting low-income and underinsured people to obtain free medical services and community agency information in one central location. What began as a small health fair, serving approximately 300 people, offering only a few services with 5 or 6 agencies represented, has grown into the largest health fair of its kind in Utah. The Junior League is proud to have served more than 43,000 people during the last 16 annual events.

The Fair will be open from 10 a.m. to 8 p.m. on Friday, July 31 and from 10 a.m. to 5 p.m. on Saturday, August 1. Services to be offered at the CARE Fair 2009 will include childhood immunizations and physicals, women's cancer screenings, HIV testing, eye, ear and dental exams, 411 information and referral center, Children's Service Society of Utah, Medicaid eligibility services, legal and housing counseling, food program and employment service counseling, and diabetes testing. Clients can also take advantage of information and referrals from the U of U medical school, Lyons Club, Shriner's Hospital, Moran Eye Center, Planned Parenthood, and more than 50 other community agencies that will be present at the event.

CARE Fair clients with children will receive free childcare while participating in all screenings and will be entered into drawings for free car seats and bike helmets. Spanish interpreters will be available to assist Spanish-speaking clients. Serving the Salt Lake Community since 1931, the Junior League of Salt Lake City, Inc. is an organization of more than 600 women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action, education and leadership of trained volunteers. The Junior League donates 25,000 volunteer hours and approximately \$250,000 annually to address critical issues in the community.

For more information on the Junior League of Salt Lake City and CARE Fair 2009, visit our web site at <http://www.jlslc.org> or call the CARE Fair hotline at (801)355-1868.

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## **Family and Preventive Medicine C.A.R.E. Fair**

DFPM HomeDivision of Family MedicineMedical Student Education in Family MedicineC.A.R.E. Fair

The annual Community Assistance and Resource Event (C.A.R.E.) Fair is a community service event sponsored by the Junior League of Salt Lake City. This non-profit

organization provides the funding, volunteer support, and organization to implement this very large health fair. The fair targets the medically underserved citizens of Salt Lake County who lack access to most health care services. The fair takes place on Friday and Saturday each summer in August. Medical student volunteers are recruited to provide screening physical examinations under the supervision of volunteer faculty from the medical school. The examinations are mostly for children, including some pre-school examinations, but also include some adults. Medical care and treatment are not provided at the C.A.R.E. Fair, but referrals are made to other institutions if follow-up is needed. The Fair also offers dental screening, immunizations, cholesterol and glucose screening, vision and hearing screening, and a wide variety of health information from community organizations.

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**FOX 13 SALT LAKE CITY** - A fair run by the organization, C.A.R.E., is offering free health care for anyone in Utah on Friday and Saturday, including health exams, eye exams, dental care, immunization shots, diabetes and cholesterol testing and more. The fair is also giving out discount vouchers for special dentists in state for those who need further care at an affordable price.

The C.A.R.E. organization said people interested in the health care do not need to bring proof of insurance or anything. The fair also has a day care center and play area for children. The fair, located at 1234 S. Main St. in Salt Lake City continues on Friday till 8 p.m. and will also be held on Saturday from 10 a.m. to 5 p.m.

FOX 13's Andrea Fujii has more.