



## **Special Olympics Delaware**

### **FOR IMMEDIATE RELEASE**

#### ***Lewes Polar Bear Plunge to benefit Special Olympics Delaware***

Event Date: **Sunday, Feb. 5, 2012** (with Plunge activities also taking place Feb. 4)  
Event Time: **1:00 p.m.**  
Contact: Jon Buzby, director of media relations  
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Information: [www.plungeDE.org](http://www.plungeDE.org)

REHOBOTH BEACH — Sunday, February 5, at 1:00 p.m. is the date and time for one of Delaware's largest fundraising events - the **Lewes Polar Bear Plunge, presented by Wawa and Comcast**.

The Plunge has grown each year, beginning in 1992 when 78 plungers raised \$7,000 to last year's effort seeing a record 3,094 Bears raise over \$550,000. Since its inception, the plunge has raised over \$5.5 million.

At the event, thousands of Bears will take the chilly dip into the Atlantic Ocean, raising money for Special Olympics Delaware's year-round program of sports training, athletic competition and related programs for over 3,500 children and adults with intellectual disabilities.

For the fourth consecutive year, the city of Rehoboth Beach will host a weekend-long Plunge Festival (Feb. 3-5) that includes several Saturday activities: 5k Run to the Plunge (1 p.m.), restaurant chili contest (3-6 p.m.), ice sculpting contest (judging at 2 p.m.), and Polar Bear Cake-Off (9 a.m. – 3 p.m.).

The Polar Bear Cake-Off features the winner of TLC's first season of "Cake Boss: Next Great Baker," Delaware's own Dana Herbert, and several other contestants from the show. It takes place Saturday, Feb. 4, from 9 a.m. – 3 p.m. at the Rehoboth Beach Convention Center.

Restaurants and retailers throughout the Rehoboth Beach area have teamed up with Special Olympics Delaware to provide registered Bears with special discounts and activities throughout the weekend.

"Our polar bears continue to support this fabulous event year after year," says Ann Grunert, Executive Director of Special Olympics Delaware. "And based on our record numbers each year, they also continue to recruit their friends to join them. This event truly is family-friendly, and the perfect way to give back to the community and support such a worthy cause."

***Media planning to attend should contact Jon Buzby (contact information above) to obtain special parking information. Contact Jon if you are interested in a story with local interest specific to your area.***

[www.plungede.org](http://www.plungede.org)

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*Special Olympics Delaware is an organization that changes lives by promoting understanding, acceptance and inclusion between people with and without intellectual disabilities. Through year-round sports training, athletic competition and related programs conducted for nearly 3,500 children and adults with intellectual disabilities, the organization creates a model community that celebrates people's diverse gifts. Special Olympics Delaware builds sports skills, confidence, strength, motivation and self-esteem - not just for athletes, but for everyone involved.*

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[www.sode.org](http://www.sode.org)

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