



Special Olympics Delaware

FOR IMMEDIATE RELEASE

Polar Bear Cake-Off returns to Polar Bear Plunge Festival

Event Date: February 4, 2012
Event Time: 9 a.m. – 3 p.m.
Event location: Rehoboth Beach Convention Center
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REHOBOTH BEACH — Special Olympics Delaware will host the second annual “**Polar Bear Cake-Off,**” **presented by Appletree Answers,** on February 4 as part of the Lewes Polar Bear Plunge Weekend Festival.

Dana Herbert — winner of the 2010 “Cake Boss: Next Great Baker” and owner of Desserts by Dana, located in New Castle — heads a star-studded list of contestants from TLC’s popular reality show “Cake Boss: Next Great Baker” who will compete to see which team can create the most unique Polar Bear Plunge cake.

Contestants from the 2010 season are Dana Herbert, Jay Qualls, Greggory Soriano, Johanna Lyons, Pamela Ahn and Kendra Jordan. And competing from the 2011 season are Carmelo Oquendo and Jasmine Frank.

The Polar Bear Cake-Off will begin at 9 a.m. with judges rendering their final decision shortly after 3 p.m.

Celebrity judges include: Matt Amis -- Dining Editor, Delaware Today; Denise Clemons -- Cape Flavor Food Columnist, Cape Gazette; and The Rehoboth Foodie.

The event will be emceed by radio personality Steve Monz of Cool 101.3, Paula Sangeleer of Eagle 97.7, and sportscaster Jon Buzby of 1290 The Ticket.

“We are excited that the event was such a huge success last year, so much so that many of the contestants from the first season of “The Next Great Baker” wanted to return and are bringing a couple of contestants from season two with them,” said Carrie Staker-Jones, a member of the Special Olympics Delaware Board of Directors who serves on the Cake-Off committee. “It’s the perfect event for families to just pop in and check it out, or if they choose, to make it a day and stay until the judging of the cakes, which is what many did last year.”

The public is invited and admission is free. Spectators will be given an opportunity to vote for their favorite cake for a \$1 donation to Special Olympics Delaware, and judges will take the public’s vote into consideration before rendering a final decision.

For more information on the Plunge Weekend Festival (Feb. 3-5) visit 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.