



Freezin' For A Reason

MEDIA ADVISORY

FOR IMMEDIATE RELEASE
Nov. 10, 2008

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Be a Part of History and Take the Plunge in Colorado's First Polar Bear Plunge Benefiting Special Olympics Colorado

WHAT: With those long, hot dog days of summer a distant memory, it's time to prepare for winter. "Numb's the word," says the Farmer's Almanac. Looks like colder than average temperatures are on tap for this winter. Why not physically *and* mentally prepare yourself for the season by putting on your swimsuit -- *or any costume really* -- and plunging in the state's first-ever Polar Plunge to benefit Special Olympics Colorado?

Plungers are invited to dip in the cool waters of Chatfield Reservoir this Saturday, Nov. 15. Each plunger must raise a minimum of \$75 to receive the official "Freezin for a Reason" beanie hat, but can earn additional prizes by raising more money through pledges. Prizes will be awarded in several categories, including Best Costume.

Polar Plunges have raised millions of dollars across the country for Special Olympics. Proceeds from this event directly benefit Colorado's 8,500-plus athletes. Registration information is available at www.specialolympicsco.org.

WHERE: Chatfield Reservoir, located in the Chatfield State Park in Littleton.

WHEN: Saturday, Nov. 15. Registration begins at 12:30 p.m., with plunging to follow.

WHO: Join Special Olympics Colorado as hosts of this event, which is proudly sponsored by KYGO and Crocs.

Plungers can plunge alone or join a group of friends and/or work colleagues. Both individual plungers and/or groups of plungers are welcome. Anyone with a little guts and a warm heart wanting to support Special Olympics Colorado athletes is encouraged to participate.

WHY: *Since 1969, Special Olympics Colorado (SOCO) has been strengthening families, athletes and the very soul of our community through sports training and athletic competitions. Special Olympics Colorado provides year-round training and sponsors over 80 competitions at the area and state level in 20 sports for over 8,500 athletes statewide. With a base of more than 6,000 volunteers, hundreds of hours are donated allowing SOCO to support athletes of all ages and abilities, allowing them to build athletic, learning and social skills. Participation with other athletes, non-disabled peers (Unified Sports® partners), coaches, sponsors and volunteers builds confidence and creates opportunities to participate as productive and respected members of society by increasing public awareness of the athletes' capabilities. There is no cost to participate in Special Olympics.*

For registration and pledge forms or for more information, visit www.specialolympicsco.org or call 303.592.1361.

Be a fan of fun. Be a part of the Polar Plunge.