



Nov. 29, 2010

MEDIA ADVISORY -- PHOTO OPPORTUNITY

Third Annual Polar Plunge Benefiting Special Olympics Colorado Slated for this Saturday at Chatfield Reservoir

WHAT: The third-annual Polar Plunge to benefit Special Olympics in the Denver Metro area. The Plunge invites participants (under 18 requires parent or guardian signature) to take a dip in the *frigid* waters of Chatfield Reservoir. All plungers are asked to raise a minimum of \$85 in pledges to receive an official 2010 "Freezin' for a Reason" Polar Plunge t-shirt. Participants can earn additional prizes as their pledges increase. If individuals are too chicken to make the splash, they can still be part of the festivities, raise money for the organization and stay dry by registering in the "chicken coop." *The event is open to the public, and all spectators are welcome free of charge.*



Come out to join in the fun and support the plungers -- including athletes, families, SOCO board members, law enforcement officials, friends and fans -- as they physically and mentally prepare themselves for winter by putting on swimsuits (wet suits are prohibited) or costumes and take a dip in Chatfield Reservoir.



WHEN: Saturday, Dec. 4 at 1 p.m. (registration begins at 11 a.m.)

WHERE: Chatfield Reservoir at Chatfield State Park in Littleton.

WHO: Special Olympics Colorado and Colorado's Law Enforcement Torch Run for Special Olympics. The 2010 Polar Plunge event sponsors include 103.5 The Fox, U.S. Foodservice and the Hyatt Hotels of the Denver Metro Area.



WHY: Polar Plunges have raised millions of dollars across the country for Special Olympics. The events are co-hosted by state chapters of Special Olympics along with their Law Enforcement Torch Run officials. The Denver Area Polar Plunge will benefit more than 10,000 Special Olympics athletes across the state of Colorado, who are currently participating in training and competition all *free* of charge.



CONTACT: For media inquiries, contact Kathy Muffenbier, Director of Marketing and Communications for Special Olympics Colorado, at 303.592.1361 or km@specialolympicsco.org. For additional information surrounding the plunge, please visit www.specialolympicsco.org.

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 more than 10,000 athletes statewide. With a base of more than 6,000 volunteers, thousands 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.



Support. Volunteer. Compete. Special Olympics Colorado. Be a fan.