

FOR IMMEDIATE RELEASE

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Second Annual Polar Plunge Benefiting Special Olympics Colorado Slated for Dec. 5

DENVER, Colo. -- The second-annual Polar Plunge to benefit Special Olympics Colorado in the Denver Metro area is Saturday, Dec. 5 at Chatfield Reservoir in Littleton. The event is slated for a 2 p.m. "splash" time. The plunge is open to the public and all spectators are welcome free of charge.

The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the "cool" waters of Chatfield Reservoir. All plungers are asked to raise a minimum of \$85 in pledges to receive an official 2009 "Freezin' for a Reason" Polar Plunge t-shirt. Participants can earn additional prizes as their pledges increase. Plungers can create their own Plunge Web Page so that friends, family and co-workers can visit and donate online. Plungers can take the jump on their own or join a group of friends, colleagues or, better yet, as part of a Plunge Team.

If individuals are too chicken to make the splash, they can still be part of the Polar Plunge festivities, raise money for the organization and stay dry by registering in the "chicken coop." The same incentives are available to these participants.

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 (LETR) officials. The Special Olympics Colorado Polar Plunge benefits the 10,000 children and adults with intellectual disabilities who experience life-changing benefits as a result of their participation in the organization's year-round training and competition programs -- all at no cost to themselves or their families.

The inaugural Polar Plunge to benefit Special Olympics Colorado took place Nov. 15, 2008. Over 1,000 fans witnessed 28 teams and more than 200 plungers brave the balmy waters of Chatfield Reservoir. In the end, \$55,000 was raised to benefit Special Olympics athletes across the state of Colorado.

The 2009 Polar Plunge event sponsors include 103.5 The Fox, Comfort Dental, U.S. Foodservice and the Hyatt Regency Denver.

To register online or for detailed information, please visit www.specialolympicsco.org or call 303.592.1361.

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 nearly 10,000 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.

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

