



Special Olympics Delaware

FOR IMMEDIATE RELEASE

Event Date: March 14, 2010
Event Time: 1:00 p.m.
Event: **2010 Lewes Polar Bear Plunge to benefit Special Olympics Delaware**
Contact: Jon Buzby, director of media relations
302-831-3484 (w), 302-740-1033 (c), or jbuzby@udel.edu

2010 Lewes Polar Bear Plunge for Special Olympics Delaware
Sunday, March 14, at 1:00 p.m.
Presented by Wawa and Comcast

Sunday, March 14, at 1:00 p.m., is the date and time for one of Delaware's largest fundraising events - the Lewes Polar Bear Plunge. The Plunge, *which was postponed on Feb. 7 due to snow*, has grown each year, beginning in 1992 when 78 plungers raised \$7,000 to last year's effort seeing 2,923 Bears raise over \$490,000. Since its inception, the plunge has raised \$4.5 million.

Thousands of Bears, including **Gov. Jack Markell**, will take the chilly dip into the Atlantic Ocean to raise money for Special Olympics Delaware. All funds raised support SODE's year-round program of sports training, athletic competition and related programs for nearly 3,300 children and adults with intellectual disabilities.

For the second consecutive year, the city of Rehoboth Beach will host a weekend-long Plunge Festival which will include a 5k Run to the Plunge, restaurant chili contest, ice sculpting contest, several kids' activities, and the Apres Plunge Party held at the Rehoboth Beach Convention Center.

Restaurants and retailers throughout the Rehoboth Beach area have teamed up with Special Olympics to provide registered Bears with special discounts and activities throughout the weekend. In addition, the Atlantic Sands Hotel will serve as the official Plunge Headquarters of the Lewes Polar Bear Plunge.

In addition to the events surrounding the Weekend Festival, high school students will be passing out information to spectators about the *Spread the Word to End the Word* campaign, held March 3 in over 34 high schools statewide. Students will also be encouraging people to sign banners, which will be located in a tent on the boardwalk. The campaign is an ongoing joint endeavor by Special Olympics and Best Buddies to educate the general public and raise awareness about the hurtfulness of using the word "retard(ed)" in a demeaning way.

Media planning to attend should contact Jon Buzby (contact information above) to obtain special parking privileges and a complete press kit, along with any other information needed to assist in coverage of the event, including stories with local interest specific to your area.

www.plungede.org

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 3,300 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.

Mailing Address: University of Delaware/ Newark, DE 19716-1901
Office Locations: 619 S. College Avenue/ Newark, DE 19716 / 302.831.4653 / fax 302.831.3483
546 S. Bedford Street / RM 2125 / Georgetown, DE 19947 / 302.855.0546 / fax 302.855.0547
~www.sode.org~