



## **Special Olympics Delaware**

### **FOR IMMEDIATE RELEASE**

Event Date: **Sunday, Feb. 6, 2011** (with Plunge activities also taking place Feb. 5)  
Event Time: **1:00 p.m.**  
Event: **2011 Lewes Polar Bear Plunge to benefit Special Olympics Delaware**  
Contact: Jon Buzby, director of media relations  
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Sunday, February 6 at 1:00 p.m. is the date and time for one of Delaware's largest fundraising events - the **Lewes Polar Bear Plunge, presented by Wawa and Comcast.**

The Plunge has grown each year, beginning in 1992 when 78 plungers raised \$7,000 to last year's effort seeing 2,683 Bears raise over \$500,000. Since its inception, the plunge has raised over \$5 million.

At the event thousands of Bears 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 over 3,500 children and adults with intellectual disabilities.

For the third consecutive year, the city of Rehoboth Beach will host a weekend-long Plunge Festival that will include several Saturday activities: 5k Run to the Plunge (1 p.m.), restaurant chili contest (3-6 p.m.), ice sculpting contest (judging at 2 p.m.) and several kids' activities (all day).

In addition, a Polar Bear Cake-Off, featuring the winner of TLC's "Cake Boss: Next Great Baker," Delaware's own Dana Herbert, will take place Saturday, Feb. 5 from 9 a.m. – 3 p.m. at the Rehoboth Beach Convention Center. For more information on the Polar Bear Cake-Off visit [www.sode.org](http://www.sode.org) and click on the banner at the bottom of the page.

The weekend Plunge Festival culminates with Sunday's Apres Plunge Party held at the Rehoboth Beach Convention Center immediately following the Plunge.

Restaurants and retailers throughout the Rehoboth Beach area have teamed up with Special Olympics Delaware to provide registered Bears with special discounts and activities throughout the weekend.

In addition to the events surrounding the Weekend Festival, high school students involved in Special Olympics' Project Unify will be passing out information to spectators about the *Spread the Word to End the Word* campaign, to be held March 2 in over 35 high schools statewide.

**Media planning to attend should contact Jon Buzby (contact information above) to obtain special parking information. Contact Jon if you are interested in a story with local interest specific to your area.**

**[www.plungede.org](http://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 3,500 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.*

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