



PRESS RELEASE

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Record Numbers are Reached at the 16th Annual Polar Bear Plunge
Event Benefits Athletes of Special Olympics New Jersey

SEASIDE HEIGHTS, NJ - Record numbers of people raised funds and awareness for Special Olympics New Jersey in the 16th Annual Polar Bear Plunge held in Seaside Heights on February 28th. With 3,700 people, representing 11 states participating, this year's Plunge was the largest and most successful in the event's history.

NJ101.5's Big Joe Henry, the Voice of the Plunge, broadcast the event live from the Aztec Ocean Resort, to the delight of thousands of spectators and participants. This year's Plunge was dedicated to the late Seaside Heights Police Captain David L. Szalkowski, whose family was present to receive plaques of recognition from event organizers Jim Smit of the Berkeley Township Police Department and Kevin Burke of the New Jersey State Police, and from the Seaside Heights Police Chief Thomas Boyd.

With air temperature readings of 42 degrees and water temperatures recorded at 37 degrees, this year's participants who raised more than \$3,000 received the VIP treatment with hot breakfasts, prepared by the NJ Association of Chefs. Plunge Village, a tented city designed to facilitate the registration process, welcomed all Plungers and interested onlookers.

This year's event was supported by the following rescue teams: NJ State Police; U.S. Coast Guard; Seaside Heights Fire and Dive teams; Berkeley Township Police; and the Tri-Boro First Aid Squad.

The Polar Bear Plunge is a Law Enforcement Torch Run for Special Olympics New Jersey event, sponsored by the NJ State PBA, the Aztec Ocean Resort and NJ101.5. The event is supported by the Casino Pier, Jenkinson's Breakwater Beach, and the Seaside Heights Business Improvement District.

The Polar Bear Plunge benefits the more than 18,000 athletes of Special Olympics New Jersey by supporting year-round sports training and Olympic-type competition in 24 sports children and adults with intellectual disabilities or other closely related developmental disabilities.

Donations are still being accepted for the 2009 Polar Bear Plunge, please visit www.njpolarplunge.org or call 609.896.8000.

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