



## **MEDIA ALERT**

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FOR IMMEDIATE RELEASE  
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### **SEASIDE HEIGHTS POLAR BEAR PLUNGE POSTPONED!**

**LAWRENCEVILLE, NJ** – The Seaside Heights Polar Bear Plunge for Special Olympics New Jersey (SONJ) that had been scheduled for tomorrow has been rescheduled for Saturday, March 6, 2010, with a Plunge time of 1p.m. All other details of the event will remain the same and can be found at [www.njpolarplunge.org](http://www.njpolarplunge.org).

SONJ received notification on Friday morning from officials at the Borough of Seaside Heights that due to the weather, road conditions, access to parking and limited access to the boardwalk and beach, that the Polar Bear Plunge will need to be postponed until next week.

“While we all are disappointed, some maybe more than others, it was critical to take into consideration the health and safety of our participants as well as the deteriorating conditions that are being experienced at the Jersey Shore as well as throughout the state,” said Marc Edenzon, President of SONJ.

Participants are being encouraged to use this opportunity to get more pledges or recruit friends to register for next week. There are already more than 4,000 people pre-registered to Plunge.

Those that cannot make next week’s event can mail in their pledges to the Special Olympics New Jersey office at 3 Princess Rd., Lawrenceville, NJ 08648, attn: Polar Bear Plunge. Incentives will then be mailed out to those that qualify.

“We have been overwhelmed by the support the event has received this year,” said Edenzon. “We hope that those that cannot make it next week will follow up with the mailing of their pledges as it is critical to the success of this event and the support of our more than 21,000 athletes.”

To register, sponsor a plunger, or volunteer for the March 6 Plunge, please visit [www.njpolarplunge.org](http://www.njpolarplunge.org).

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**ABOUT SONJ:** Special Olympics New Jersey provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.