



Special Olympics
New Jersey

PRESS RELEASE

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SEASIDE HEIGHTS POLAR PLUNGE BREAKS \$1 MILLION MARK

More than 4,500 brave souls jumped into the Atlantic to benefit Special Olympics NJ.

LAWRENCEVILLE, NJ –Special Olympics New Jersey has announced that the 17th Annual Polar Bear Plunge held in Seaside Heights on March 6 was the most successful in the event's history with more than 4,500 plungers raising more than \$1.2 million.

While participants enjoyed the unusually high temperatures that soared into the 50's, the water temperature stayed in the 38 degree range, making plungers catch their breath upon entry. An estimated 20,000 came out to support the plungers watching the event from the beach or the boardwalk. Those that didn't make it down to the shore listened to NJ101.5's Big Joe Henry, the Voice of the Plunge, as he broadcasted the event live from the Aztec Ocean Resort.

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

The Polar Bear Plunge benefits the more than 21,000 athletes of Special Olympics New Jersey by supporting year-round sports training and competition in 24 sports children and adults with intellectual disabilities.

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.

Donations are still being accepted for the 2010 Polar Bear Plunge, please visit www.njpolarplunge.org, or call simply text the word PLUNGE to 90999 to make a \$5 contribution. (Please note that message and data rates may apply.)