

NEWS ADVISORY: FOR IMMEDIATE RELEASE

Contact: Michael Smith, Event Specialist- (207)-655-3800

It's the 1st Annual Indian Lake Polar Plunge...

Dippers are Freezin' for a Reason!

WHAT: Not just your regular icy plunge! The Polar Plunge benefits Worcester-area children with life-threatening illnesses and their families.

WHEN: Sunday, March 5, 2006 at 2 PM
Rain or Shine, Come Sleet or Snow

WHERE: Indian Lake
Shore Park
Worcester, MA

WHO: Polar Plungers (full body dippers)
Chicken Dippers (yes, there's even a "Chicken Dip" for participants who choose to dunk only their feet. It's great for children!)
Tiffany Kelly – Miss Massachusetts 2006
Cheering Section – neither of the above!

WHY: The goal is to raise \$20,000 for Camp Sunshine's Family Sponsorship Program. Funds will be used to sponsor greater-Worcester area families during 2006 Camp sessions at the Casco, ME, Campus.

ADDITIONAL INFORMATION:

"In addition to direct donations, Camp Sunshine relies on fundraising events – like the 'Indian Lake Polar Plunge' - to fund the Program costs," states Michael Smith, Polar Plunge founder and organizer. "Since many of our Camp Sunshine families and volunteers live and work in the Worcester area, the Plunge makes a great deal of sense. This event offers a fun-filled opportunity to pitch in and plunge, or just enjoy watching, knowing that Worcester-area families will benefit from these generous and courageous participants!"

Current sponsors include: Group Benefit Strategies, The Pike 100 FM, Oldies 98.9, White Hen Pantry, Life is good®, the City of Worcester – Dept. of Public Works & Parks, Residence Inn and Worcester Magazine.

FOR MORE INFORMATION: Please visit the event's website at www.freezinforareason.com for rules & regulations, sign up & pledge forms, directions and more. Or you can call Michael Smith at Camp Sunshine – (207) 655-3800.

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Camp Sunshine is a year-round retreat, which provides respite, support, joy and hope to children with life-threatening illnesses and their immediate families, nation and worldwide, through various stages of a child's illness. The program is free of charge to all families, and includes 24-hour onsite medical and psychosocial support. Bereavement groups are also offered for families who have lost a child to an illness.