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MEDIA RELEASE

Dare to Plunge into 2019 for Special Olympics Alberta

EDMONTON, AB, *November 21, 2018* - Over 500 people across Alberta have discovered the thrill and joy of plunging into icy waters, have you?

The Polar Plunge dares people to dive into frozen lakes across Alberta, all to support the Special Olympics movement. The goal is to have hundreds of daredevils plunge into icy waters, raising awareness and \$250,000 for Special Olympics athletes in Alberta.

"We want people daring enough to take on the challenge of icy waters to boldly show they want an inclusive society for people with intellectual disabilities," said Johnny Byrne, Special Olympics Alberta CEO and president.

"Our Special Olympics athletes face challenges every day and they break down the barriers of isolation and lowered expectations. Breaking through the ice and showing you're willing to challenge yourself is a small act of solidarity for our Special Olympics athletes. We can't wait to see all the fearless plungers and supporters. For a second year, we have Mr. Lube on board to sponsor our Polar Plunge events across Alberta."

Polar Plunge draws altruistic, thrill seekers from law enforcement, universities, corporations, government officials, professional athletes and even Special Olympics athletes. Plungers take on the cold to make sure that over 3,000 of people with intellectual disabilities in Alberta are empowered through sport.

Since 2011, over 2,000 people have plunged into frozen lakes. Past Polar Plunge alumni include: Rick Mercer, Olympic medalist Jamie Sale, Calgary Stampeder Alex Singleton, Olympic gymnast Kylie Stone, Edmonton Police Service Deputy Chief Brian Simpson, Calgary Police Service Deputy Chief Ray Robitaille, Tsuut'ina Police Chief Keith Blake, RCMP Criminal Operations Officer John Ferguson, M.P., Hon. Mike Lake and M.L.A Michael Connolly.

The event is presented in partnership with Law Enforcement Torch Run (LETR) for Special Olympics Alberta with five cities hosting the event: Calgary, Edmonton, Lethbridge, Medicine Hat, and Red Deer.

2019 POLAR PLUNGE ALBERTA EVENTS

Edmonton: January 27 at 12 p.m. at Lake Summerside

Calgary: February 23 at 10 a.m. at Arbour Lake

Red Deer: March 9 at 12 p.m. at Bower-Kin Community Center

Medicine Hat: March 16 at 10 a.m. at Family Leisure Centre



Lethbridge: TBD at Henderson Lake Park

In 2018, the Polar Plunge raised over \$223,000 with over 500 plungers in the five cities. All event locations are open for registration at www.alberta.polarplunge.ca. To take part, each plunger will raise \$75 from pledge donations.

“After a successful 2018 campaign where Alberta Mr. Lube Franchisees and customers raised \$24,152 for Special Olympics, we are thrilled to be participating again in 2019. What an amazing way to celebrate Canadian spirit and keep Special Olympics athlete’s dreams alive. Mr. Lube is ecstatic to sponsor and fundraise once again and look forward to another successful effort by all involved,” said Jason Guenter, Mr. Lube Canada CEO.

For more details and photos on Polar Plunge Alberta, go to www.alberta.polarplunge.ca, You can find past year’s photos and videos from each of the events on [Facebook /plungealberta](https://www.facebook.com/plungealberta) or [Twitter #PolarPlungeAB](https://twitter.com/PolarPlungeAB), [#PolarPlungeYEG](https://twitter.com/PolarPlungeYEG), [#PolarPlungeYYC](https://twitter.com/PolarPlungeYYC), [#PolarPlungeYQL](https://twitter.com/PolarPlungeYQL), [#PolarPlungeMedHat](https://twitter.com/PolarPlungeMedHat), [#PolarPlungeYQF](https://twitter.com/PolarPlungeYQF).

Law Enforcement Torch Run for Special Olympics Alberta

Internationally the Law Enforcement Torch Run (LETR) for Special Olympics is the largest grassroots fundraiser and awareness vehicle for Special Olympics. More than 85,000 law enforcement officers from 10 Canadian provinces and 3 territories, the 50 United States, and 46 countries internationally form the largest grass roots fundraiser for Special Olympics. Last year in Alberta, over \$627,000 was raised across the province, benefiting local programs. For more information on the Law Enforcement Torch Run for Special Olympics Alberta, please visit www.albertatorchrun.ca . Follow us on [Facebook](https://www.facebook.com/Alberta_LETR), [Twitter @Alberta_LETR](https://twitter.com/Alberta_LETR) and [Instagram @albertatorchrun](https://www.instagram.com/albertatorchrun).

Special Olympics Alberta

Special Olympics Alberta is dedicated to enriching the lives of Albertans with intellectual disabilities through the transformative power and joy of sport. Our vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities.

Special Olympics Alberta’s programs cater to all ages and a wide range of abilities to over 3,000 athletes in more than 150 communities. We provide world class sports programs that are run daily by over 1,200 volunteers. From July 2018 to July 2019, Special Olympics is celebrating a 50 years of transforming lives through sport and creating a more inclusive, welcoming world.

For more information on Special Olympics Alberta, visit, www.specialolympics.ca/alberta and follow us on Facebook, Twitter, Instagram, Flickr, and YouTube.



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