



SCOTTS VALLEY POLICE DEPARTMENT

1 Civic Center Drive
Scotts Valley, CA 95066
(831) 440-5670

Date: 1/10/18

FOR IMMEDIATE RELEASE

PRESS RELEASE # 18-1

SUBJECT: Special Olympics Polar Plunge Fundraiser

LOCATION OF OCCURRENCE: Rio Del Mar State Beach, Aptos

CONTACT: Reserve Officer John Hohmann

SYNOPSIS:

The Santa Cruz Polar Plunge is a crazy fundraising event where people raise a minimum of \$125 for the opportunity to run into and out of chilly waters of the Rio Del Mar Beach, along with other brave souls with warm hearts. In fact, if you don't want to Feel the Thrill of the Chill, just register as a chicken. You'll be excused from Plunging but still enjoy all the festivities and incentive rewards that our Plungers receive.

The money raised will help us continue to provide sports training and competition opportunities to the 21,250 Special Olympics athletes we currently serve, while enabling us to reach out to other individuals not yet engaged in our life-changing programs. Athletes involved in Special Olympics are empowered with self-confidence and self-esteem that carries over into their everyday lives, right in your local communities. They are your family, neighbors, coworkers, friends and your classmates. So grab your family, friends and co-workers and let's Feel the BRRR!

New this year - THE PUPPY PLUNGE!

You heard right! For the first time you are invited to bring your furry four legged friend to plunge with you. For just a \$15 registration fee, your pup can hit the water right along beside you. Not only that, but we are going to have a costume contest just for them. The winner of the best dog costume will receive their very own box of Milk Bones! It doesn't get any better than that - right? *Only those dogs officially registered with a Plunger will be permitted in the*

COPIES TO: Chief of Police Bulletin Board File Email Supervisors

NOTIFIED: E-Mail CC / City Mngr / Admin (A1,L1,L2,D10,DS1,S1-S5) News Agencies

Plunge area and allowed in the water. Plungers must raise a minimum of \$125 (in addition to the \$15 registration fee) in order to participate.

Early Bird Incentives offered through December 15, 2017!

Start your fundraising early and you can earn additional incentive rewards. Register and raise \$450 by December 15, 2017 and you'll receive the coveted Polar Plunge zippered hoodie which is normally at the \$500 incentive level. Register as a team captain, get 3 people to join your team and collectively raise \$400 by December 15, 2017 and you, as the team captain will receive a really cool Special Olympics trucker baseball cap.

Check out the Cool Stuff you can Earn!

The more you raise, the more we want to thank you!

- \$125 - Official Polar Plunge long-sleeved t-shirt
- \$300 - 16 oz. Polar Plunge Stainless Steel Double Wall Insulated Tumbler with straw
- \$500 - Port & Company coveted Polar Plunge zippered hoodie
- \$1,000 - 4 in 1 water resistant roll-up picnic blanket with handle
- \$2,500 - Your very own Drone!
- Priceless - changing lives and our deepest gratitude

And let's not forget the costumes! Everyone is encouraged to dress in one. Are they mandatory? Heck no, but they sure are a huge part of the fun. Where else will you get to wear your favorite Halloween costume more than once a year?

Schedule of events

- 10:00 am - Registration opens and pre-plunge games begin
- 11:30 am - Costume contest
- 12 noon - Plunge
- 12:30 - Lunch and awards

Register today at

<https://specialolympics.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=600> or visit www.sonc.org

If you have any questions or are interested in Sponsorship opportunities, please contact Scott Souza at 925-944-8801 ext. 211 or contact Officer John Hohmann at 831-252-4187 or jhohmann@scottsvally.org

COPIES TO: ___ Chief of Police ___ Bulletin Board ___ File ___ Email Supervisors
NOTIFIED: ___ E-Mail CC / City Mngr / Admin (A1,L1,L2,D10,DS1,S1-S5) ___ News Agencies