



## NEWS RELEASE

**For Immediate Release:  
January 19, 2012**

**Contact: Donna Ham, Marketing Director  
918-481-1234**

### **Annual “Polar Plunge” to Benefit Special Olympics Oklahoma** *Be a Below Zero Hero!*

**Statewide.** February 2012 is the month for the 11<sup>th</sup> annual [Polar Plunge](#) benefiting Special Olympics Oklahoma. There will be ten Polar Plunge locations this year. To plunge, participants must collect a “bear” minimum of \$75 in pledges.

A Polar Plunge will occur every Saturday in February 2012 and the first Saturday in March 2012 at the following locations: February 4, Oklahoma City at White Water Bay; February 4, Durant at Choctaw Casino Oasis Pool; February 11, Bartlesville at Hilton Garden Inn; February 11, Stillwater at Boomer Lake; February 18, Norman at Mark Heitz; February 18, Lawton on the Lawton Country Club; February 18, Tahlequah at Arrowhead Resorts on the Illinois River; February 25, McAlester at Stipe Recreation Center; February 25, Tulsa at Big Splash; March 3, Pauls Valley at Wacker Park.

Many Polar Plungers arrive in costume to make the plunge a fun event. The goal for the 11<sup>th</sup> Annual Polar Plunge is to raise \$200,000 or more for Special Olympics Oklahoma. In 2011, 855 plungers in Oklahoma made the Polar Plunge a huge success. More than \$181,000 was raised for the 9,500 athletes of Special Olympics Oklahoma.

The brave souls who are plunging are creating personal web pages to seek donations from friends and family. To support one of these individuals, see how the pledges are accumulating, or to become a Polar Plunger, visit <http://www.firstgiving.com/sook?StartFundraising=true> and click on any of the Polar Plunge locations.

Visit [www.sook.org](http://www.sook.org) and click on the Polar Bear or call 1-800-722-9004 for registration forms or to donate.

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#### **About Law Enforcement Torch Run**

The Law Enforcement Torch Run (LETR) is an international charity made up of law enforcement agencies that raise money for Special Olympics. LETR was adopted as an official charity of the International Association of Chiefs of Police in 1981 and began in Oklahoma in 1986. The mission was simple: Carry the Flame of Hope to the State Summer Games. As the years passed, the mission grew to include fundraising and increasing public awareness of Special Olympics Oklahoma. Today, LETR is the guardian of the Flame of Hope for the Special Olympics Summer and Winter Games and actively raises money and public awareness. To learn more about LETR and Special Olympics Oklahoma, visit [www.sook.org](http://www.sook.org).