



# Polar Bear Plunge



**PRESS RELEASE**  
For immediate release

## **THE POLAR BEAR PLUNGE RAISES \$26,500 FOR SPECIAL OLYMPICS QUÉBEC**

**Montreal, March 27, 2010** – The 2 degrees Celcius of the lake St-Louis didn't discourage the 51 people who came to participate to the Polar Bear Plunge, presented this afternoon at the Pointe-Claire Marina. This original fundraising activity, organized by the Law Enforcement Torch Run, has raised \$26,500 to benefit Special Olympics Québec.

Nearly 20 police officers have succeeded the challenge. Among them, the two high ranking police officers Mr. Pierre Brochet, Assistant-Director of the Service de police de Montréal and Mr. Gilles Martin, Commander of the Montérégie District of the Sûreté du Québec jumped into the water. In addition, a team of 29 employees and friends from the Scotia Bank, Kirkland branch, did a spectacular entrance into the water. Also, Special Olympics employee James Lapierre, Community Development Manager, bravely honored the challenge and plunge into the water 6 times in a row!

The event has begun with a “bang” at 1 p.m., when two soldiers from the Stewart Museum have set off a canon. From 1:15 p.m. to 2 p.m., the brave contestants plunged into the cold waters encouraged by the animation of Virgin radio (96 FM), present on site to animate the crowd.

To take the plunge, each participant needed to collect a minimum amount of \$50. All donations of this activity will benefit the 4,000 Québec special athletes.

This fundraising activity was organised by the Law Enforcement Torch Run in collaboration with the Montréal Police Department, the Sûreté du Québec and the CN Police.

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

The Law Enforcement Torch Run is the most important annual fundraiser benefiting Special Olympics in the world. It also raises public awareness to the cause of people living with an intellectual disability. The Polar Bear Plunge owes its success to the support of business partners such as the **Scotia Bank** and **Pfizer**.

### **About Special Olympics Québec**

Throughout the province, Special Olympics Québec provides over 4,000 athletes with an intellectual disability aged over 7 and over with training and competition designed to increase their well-being, self-sufficiency, self-esteem and social integration. [www.specialolympicsquebec.qc.ca](http://www.specialolympicsquebec.qc.ca)

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**Proud partners of the Polar Bear Plunge**

