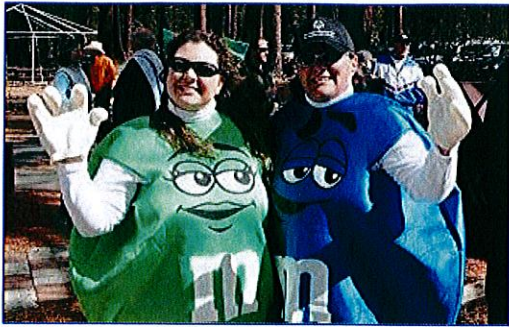


# We're Freezin' for a Reason!



## South Lake Tahoe Zephyr Cove March 19, 2011

### COME TO THE COOLEST EVENT OF THE YEAR! THE 2011 POLAR PLUNGE®

The Plunge is NOT a swim! It's a party! Come join Special Olympics Area Director Jody Filgo and the fun and take the plunge! Ask your family, friends, co-workers, and local businesses to support you in the 2011 Polar Plunge®, benefiting Special Olympics Northern California & Nevada. Anyone can participate!

Register on-line! All participants who raise a minimum of \$100 will receive the official Polar Plunge® hooded sweatshirt and free entrance to the post plunge party at the Monte Bleu. Raise a minimum of \$500 and we'll toss in a Polar Plunge Beach Towel. Raise \$1,000 and you'll also receive a Polar Plunge Cooler. Go for the gold and raise a minimum of \$2,500 and you'll also receive a Polar Plunge Jacket.



It is easy to get started! Register at:  
[www.PolarPlungeSouthLakeTahoe.com](http://www.PolarPlungeSouthLakeTahoe.com)



#### Too chicken to take the plunge?

If plunging is not your thing, you can stay dry and still participate! Simply register as a "chicken". On Plunge day you'll be excused from Plunging, but probably not from a little ridicule from those who do. Our chickens qualify for the same incentive awards as our plungers. So start collecting pledges, receive your hooded sweatshirt and join the post party!