



Southington-Cheshire Community YMCAs

PRESS RELEASE

For Immediate Release

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Run Dates:

YMCA Camp Sloper Announces 7th Annual Polar Plunge

Mark Pooler, Outdoor Center Director, at YMCA Camp Sloper, recently announced the teams for the 7th Annual Polar Plunge. The Polar Plunge will take place on Saturday, January 21 at 1:00 pm at YMCA Camp Sloper in the icy waters of Sloper Pond. All funds from this event will be donated to provide financial assistance to help send children and teens to YMCA Camp Sloper this summer for a meaningful day camp experience.

Pooler is excited about this year's line-up and expects to have a successful event that raises money for camp scholarships. "We have had such generous donors and very brave plungers in the last six years, it has become kind of a tradition for us here in the Southington community" stated Pooler. The 2012 teams will include once again, the Southington Police Department led by Police Commissioner Steve Pestillo and Lieutenant Ed Pocock as well as the Southington Fire Department led by Fire Chief Buddy Clark. Southington Board of Education is joining the plunge again led by Superintendent Dr. Joe Erardi, Board of Education Chair Brian Goralski and High School teacher Bob Lasbury. In addition, the Southington Politicians Team under the leadership of Mike Riccio and the Calvanese Foundation Team under the leadership of Foundation Board Member Lauren Forgione and Aqua Turf Maitre d' Donny Jenkins will return again in 2012. Of course the YMCA will have a team too, led by Outdoor Center Director Mark Pooler and Executive Director John Myers.

"Every year we try to add a new team to the event to build off the success of last year and get more people involved" said Pooler. "I am pleased to announce the Feature Team for 2012 will be 'Team Southington' led by Town Manager Garry Brumback" stated Pooler. Team Southington will be made up of town employees and any other Southington residents that want to join the cause. "I am thrilled to be able to help such a worthy cause. The idea of jumping into a hole in an icy pond is only being considered

because of this great cause! Helping families in Southington send their kids for two weeks of summer camp at YMCA's Camp Sloper is worth a few minutes of being cold!" stated Garry Brumback.

Anyone interested in taking the plunge this year should contact Mark Pooler at 860-621-8194. Each plunger has a minimum goal of \$100 to plunge and needs to be part of a team. If you aren't ready to take the plunge, we invite all spectators to join the fun. "Last year we had close to 200 spectators which really motivated our plungers and added fun to the event," Pooler noted. "We are also putting plans together for a 'Solar Plunge' held in the summer for those who are not willing to take the plunge in the icy waters, designed specifically for those who say they would never jump in Sloper Pond in January" stated Pooler. "It will be a late season effort to raise some more money for families in need during the late months of the summer" says Pooler. Event details on the Solar Plunge will be out in the spring of 2012

Pooler also announced that sponsorship opportunities are available this year for the first time. Business or families who would like to support this event through sponsorship should check out the information on the Y's website at www.southington-cheshireymca.org. Polar Plunge banners sponsorships are \$250 each. "There is nothing better in this world than seeing a child with a smile on their face, and YMCA Camp Sloper does this each and every day! I am proud to be a part of a great cause like this and it really is a lot of fun" says Bob Lasbury, Southington High School Teacher and Boys Basketball Coach, who will be taking the Polar Plunge for the 5th time in 2012!

YMCA Camp Sloper

1000 East Street, Southington, CT 06489

860-621-8194 – www.ymcacampsloper.org

YMCA Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Financial assistance available for qualifying individuals and families.

The YMCA is a not-for-profit 501c(3) organization.