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FOR IMMEDIATE RELEASE

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Special Olympics BC supporters to get bold and cold at 2017 Polar Plunge

Fearless participants will get freezin' for a reason at the 2017 Polar Plunge for Special Olympics BC presented by Westminster Savings Credit Union on March 4.

Now in its second year, this frigid and festive fundraiser will see participants compete in a colourful costume contest, check out law enforcement operations vehicles on display, and plunge into the chilly waters off Kitsilano Beach. Breakfast Television's Dawn Chubai will emcee this fun-filled event, which will feature appearances by notable locals including MLA David Eby, Vancouver Park Board Chair Michael Wiebe, and BC Lions players Emmanuel Arceneaux, Marco Iannuzzi, and Travis Lulay.

"We're very grateful to all the enthusiastic individuals who support SOBC's life-changing programs through this exciting event," says SOBC President & CEO Dan Howe. "Last year I took the Plunge and it was great to see so many people having so much fun while raising funds and awareness for Special Olympics. I'm looking forward to diving into the icy waves again this year!"

The Vancouver Polar Plunge, which is being staged in partnership with the BC Law Enforcement Torch Run, will see members of the Vancouver, Abbotsford, and West Vancouver police departments, Coquitlam and North Vancouver RCMP detachments, Canada Border Services Agency, Justice Institute of British Columbia, and Metro Vancouver Transit Police get bold and cold alongside corporate teams, students, and other individuals.

"The Polar Plunge is a proud LETR tradition and I'm excited for the second annual event in Vancouver," says Inspector Joanne Wild of the Vancouver Police Department, a member of the event organizing committee. "It's wonderful to see so many Lower Mainland law enforcement agencies take part in this event to support SOBC. These athletes have such a joy for life, are an inspiration to us all, and many of them will be cheering us on as we plunge into the Pacific Ocean!"

This year, the Vancouver Polar Plunge welcomes Westminster Savings as Presenting Sponsor. The sponsorship is part of the credit union's new three-year provincial partnership with SOBC to celebrate the power and joy of sport.

"At Westminster Savings, we know that active living provides numerous health benefits that enrich the lives and wellbeing of individuals and our communities," says Gavin Toy, President and CEO, Westminster Savings. "We are thrilled to be the presenting the 2017 Polar Plunge, raising funds and awareness for Special Olympics BC and helping local athletes gain confidence, skills, and friendships through sport!"

The Polar Plunge is also supported by Media Sponsors 96.9 JACK FM, City Television, and OMNI Television, and Event Sponsors Dueck Auto Group, Safeway, and Tim Hortons.



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Date: Saturday, March 4
Schedule: 11 a.m. Opening Ceremony
12 p.m. Plunge
Place West end of Kitsilano Beach

About Special Olympics BC

Special Olympics BC is dedicated to providing individuals with intellectual disabilities opportunities to enrich their lives and celebrate personal achievement through positive sport experiences. In 57 communities around the province, we provide year-round training and competitive opportunities in 18 different sports to more than 4,600 athletes of all ages and abilities, thanks to the dedicated efforts of over 3,900 volunteers. For more information, please visit www.specialolympics.bc.ca, and find us on Facebook and Instagram @specialolympicsbc and Twitter @sobcsociety.

About the Law Enforcement Torch Run

For more than 35 years, law enforcement members throughout the world have supported people with intellectual disabilities through the Law Enforcement Torch Run. The LETR movement has raised more than \$3 million in British Columbia since 1990. To date, the LETR has raised more than \$600 million for Special Olympics programs around the world. To learn more about the LETR, visit www.specialolympics.bc.ca/letr. Find BC LETR on Twitter @BCLETR.

About Westminster Savings Credit Union

At \$3.6 billion in assets under management, more than 65,000 customers and 400 employees, Westminster Savings is among the largest credit unions in Canada. Known for its customer and community focus, people oriented culture, and sound financial and operating practices, Westminster Savings provides a full range of retail, commercial, leasing and wealth management solutions to meet its customers' evolving needs. www.wscu.com

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