

# PRESSRELEASE

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**For Release on October 1, 2004**

## 2nd Annual Plunge For The Cure Tomorrow

**Michigan City, IN** (October 1, 2004) –The Second Annual Plunge For The Cure will take place tomorrow, Saturday, October 2nd, from 10-10:30 a.m. at Washington Park Beach.

The Plunge For The Cure is an event planned by the Mayor's Campaign Against Cancer Committee. In 2004, the Mayor's Campaign Against Cancer received awards from the USA Weekender's "Make A Difference Day" and from the U.S. Conference of Mayors' "City Livability Awards."

Participants in this event don't have to swim in the lake or even wade out to their waists. They can simply dip their toes or their fingers into the water in order to be determined a participant. There's no minimum donation, but if everyone contributes a few dollars to the American Cancer Society, the event may raise more than the \$2300 donated in 2004.

Everyone who participates by getting toes or fingers or more wet in the lake will receive a certificate of appreciation, signed by Mayor Oberlie. Everyone who attends the event will receive a certificate for coupons from Lighthouse Place Premium Outlet Center.

In addition to that, everyone who participates through donations to the American Cancer Society will have their name placed in a drawing for several prizes. The drawing will include:

- one family membership to the Washington Park Zoo
- five sets of two tickets to the Barker Mansion Christmas Tour
- three 30-minute massages from the Duneland Health & Wellness Center
- one free membership to the Lubeznik Center for the Arts
- two t-shirts from the Art Center
- four Summer Festival/Labor Dayz sweet-shirts
- ten Millennium Plaza posters by Neil Kienitz
- a coupon for 50% discount on one night for two at the historic 1866 Feallock House
- five coupons for 10 therms of gas from NIPSCO (a value of approximately \$80 each)
- a lighthouse-shaped bird feeder from Beachside Gardens
- 25 pounds of Washington Park mix wild bird feed & homemade wood bird feeder from Brandt's Old Fashioned Feed-Pet & Wildlife Emporium
- a 3-panel Memory Quilt from JK Enterprises

- Combination clock radio carbon monoxide alarm from North Central Community Action Agency.

Those people who donate \$100 or more to the American Cancer Society at this event will receive an event t-shirt imprinted with a logo designed by John Lucas, a local artist who draws Archie, Jughead and Barbie. The t-shirts are provided by Faith Walkers and JK Enterprises.

St. Anthony's Memorial Health Centers is again donating the use of towels and blankets, and the bath house will be open so people can easily change out of their wet clothes.

Come to Washington Park Beach Saturday morning, October 2<sup>nd</sup>, at 10 a.m. and join Mayor Oberlie and others to Take The Plunge!

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