

PRESSRELEASE

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For Immediate Release
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3rd Annual Plunge For The Cure

Michigan City, IN (October 3, 2005) –Twenty-two people braved the chilly waters of Lake Michigan and took the Third Annual Plunge For The Cure on Saturday, October 1st, at Washington Park Beach. Donations of \$1900 were collected for the American Cancer Society on Saturday, and donations continue to arrive daily.

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." Committee members are Jan Kostielney, marketing and community relations consultant to City of Michigan City; Capt. Chuck Greis from Michigan City Fire Department; and Laura New, Michigan City Parks & Recreation Dept. Office Manager and Trails/Greenways Director.

Everyone who participated by getting toes or fingers or more wet in the lake received a certificate of appreciation signed by Mayor Oberlie. Everyone who attended the event received a voucher for a coupon book from Lighthouse Place Premium Outlet Center worth hundreds of dollars.

In addition to that, everyone who participated through donations to the American Cancer Society had their name placed in a drawing for prizes. The drawing included:

- a family membership to the Washington Park Zoo
- sets of two tickets to the Barker Mansion Christmas Tour
- Summer Festival and Labor Dayz t-shirts
- SnowFest hats
- Millennium Plaza posters by Neil Kienitz
- a bird feeder, seed and coupon from Beachside Gardens
- a gift basket from Family Express
- bird seed certificates from Brandt's Old Fashioned Feed-Pet & Wildlife Emporium
- a 24 x 36 lighthouse at sunset poster from Bukva Imaging Group
- a radio/carbon monoxide detector from North Central Community Action Agency
- Relay For Life t-shirts and bears

Those who donated \$100 or more to the American Cancer Society at this event received an event

t-shirt, generously donated by Faith Walkers, imprinted with a logo designed by John Lucas, a local artist who draws Archie, Jughead and Barbie.

Abacus Print donated a special banner for the Plunge For The Cure; it will be used each year to lead people to the event on Washington Park Beach.

“Plungers,” as participants are affectionately called, were kept warm through the contributions of St. Anthony’s Memorial Health Center and the Michigan City Fire Department. St. Anthony’s once again donated the use of towels and blankets, and the Michigan City Fire Department had the heated EDITH House on site so participants could easily change out of their wet clothes. The Michigan City Emergency Management trailer was used for registration and prizes.

Mayor Chuck Oberlie said, “There may be no family which hasn’t been touched by this disease in some way. The goals of this campaign are to increase awareness and knowledge regarding cancer, early detection, risk factor reduction and early treatment intervention. By participating in the Plunge For The Cure, our community members have contributed toward eradicating this disease.”

The next event sponsored by the Mayor’s Campaign Against Cancer is the 2nd Annual Chili Cook-Off on December 3, 2005 at Washington Park.

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