

PRESSRELEASE

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For Immediate Release

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1st Annual Plunge For The Cure This Saturday

Michigan City, IN (October 22, 2003) – Michigan City may find some new members for the Polar Bears Club this weekend. The First Annual Plunge For The Cure will take place on Saturday, October 25th, from 10-10:30 a.m. at Washington Park Beach. Yes, people are actually volunteering to jump into the lake for the American Cancer Society!

"I understand there are several police officers and firefighters as well as Port Authority, City Hall and Michigan City Baking Company employees who will be taking the plunge this Saturday," Mayor Chuck Oberlie said. "So far, we know of almost a dozen who will take a dip into Lake Michigan for the Plunge For The Cure."

The Plunge For The Cure is an event planned by the Mayor's Campaign Against Cancer Committee. Laura New, committee member, said, "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 we hope that everyone will contribute a few dollars to the American Cancer Society."

"There are many reasons people will want to participate in this event," said Jan Kostielney, committee chair. "First and foremost, we're raising funds for the American Cancer Society who will be on hand Saturday morning for the Plunge. We've requested that all the money collected for this event be used in our community. Everyone who participates – and that means they have to get toes or fingers or more wet in the lake – will receive a certificate of appreciation, signed by Mayor Oberlie and a coupon for a free Chicago Dog from Top Dog along with a book of coupons from Lighthouse Place Premium Outlet Center.

"In addition to that, everyone who participates – regardless of the amount they donate to the American Cancer Society – will have their name placed in a drawing for several prizes," Kostielney continued. "The drawing will include personalized children's music CDs from CDS4KIDS, gift certificates from Bob Evans Farm Restaurant, Red Lobster, and Naturally Wood. One lucky person will win a basket stuffed with prizes from companies in Michigan City. Included in the basket are a family membership to the Washington Park Zoo, four tickets to the Barker Mansion Christmas Tour, coupons and gifts from Lighthouse Place Premium Outlet, a gift certificate from Top Dog, a music CD and scented candle from Summer Solstice, a 30-minute chair massage by Susan Murray, a t-shirt from Lake Effects Embroidery, a lighthouse statue from the Michigan City Area Chamber of

Commerce, a free interior decorating consultation by Susan Block Interior Designs, and one night for two at the historic 1866 Feallock House!”

Chuck Greis, committee member, said, “We expect a lot of people will want a chance to win these prizes, and we’re prepared for a crowd to come to the beach to take a little dip in the lake. St. Anthony’s Memorial Health Centers is donating the use of towels and blankets, and the Michigan City Fire Department will have the Edith House on site so that people can warm up in there if necessary. Michigan City Baking has donated some cookies and there will be hot chocolate available as well.”

“MC Television, which airs on Channel 48 in Michigan City, will film the event,” said Kostielney, “and we’d like to say a special thank you to the station for their support of the Mayor’s Campaign Against Cancer. This is the fifth event we’ve sponsored that MCTV has filmed and televised. We’ve completed three panel discussions on cancer detection and treatment which are already being aired. In fact, the program is on “In Touch” tonight (10/22) at 8:30 p.m. and on “City Views” Thursday (10/23) at 7:30 p.m., Saturday at 12:30p.m. and 8:00 p.m., Sunday 1:30 and 6:30 p.m., Tuesday at 8:30 p.m., and Thursday (10/30) at 7:30 p.m. MCTV filmed the Community Project In Pink at Patriot Park when we created a human breast cancer pin. The station has graciously agreed to film two more panel discussions on prostate cancer treatment options and lung cancer. The panelists in all these discussions are local physicians. Communicating this vital information to the public is the primary goal of the Mayor’s Campaign Against Cancer, and we appreciate the assistance from Channel 48 in reaching that goal.”

“Those people who donate \$100 or more to the American Cancer Society at this event,” said New, “will receive an event t-shirt imprinted with a logo designed by John Lucas, a local artist who drew Archie and Jughead and Barbie. So far, we know we’ll be handing out at least nine t-shirts on Saturday.”

Come to Washington Park Beach Saturday morning at 10 a.m. and join Mayor Oberlie and others to Take The Plunge!

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