

REGIONAL HOSPICE

2011

POLAR PLUNGE



Jump into the Lake for Hospice' Sake
or
Be a sponsor of the EVENT!

Saturday, March 12th 2011
AmericInn, Ashland
Registration begins at 11:30 a.m.
Jump time 1:00 p.m.

SKYDIVING SHOW RIGHT BEFORE THE BIG
PLUNGE!!!

Interested in JUMPING, being a CHICKEN PLUNGER, being a SPONSOR of the event, or just watching someone jump into an icy hole?

CALL Regional Hospice - 685-5151



Regional Hospice Services, Inc.

Caring for Northern Wisconsin and Upper Michigan.

January 2011

Dear Friends of Hospice,

The Regional Hospice **8th Annual Polar Plunge** is happening again! For those of you who have been waiting, wait no more. The date for the Plunge is Saturday, March 12th, 2011. Regional Hospice will have this fun filled event at AmericInn in Ashland.

As always, your support is greatly appreciated. We are hoping we can count on you again to help us make a difference in our community. As you know, Regional Hospice provides quality, compassionate care and support for people who are living with a terminal illness, as well as to their loved ones. This valuable service of allowing a terminally ill person to remain at home surrounded by loved ones would not be possible without the wonderful community support we receive from you each year.

How can you help?

1. Consider jumping.....really!
2. If your conscious or family won't let you jump, consider being a **"Chicken Plunger"**
3. Sponsor one of the jumpers
4. Attend the festivities

Enclosed is a fact sheet, a pledge sheet, a sponsor sheet and a registration/waiver form which you will need to bring with you to the plunge. Registration begins at 11:30 a.m., jump time 1:00 p.m..

Should you need further information or additional pledge sheets, please call the Regional Hospice office at 715-685-5151. We thank you in advance for your consideration and for helping Regional Hospice to make a difference!

Sincerely,


Joe Muench, "Polar Plunge" Chairperson

Enclosures (4)

FACT SHEET

Regional Hospice Polar Plunge

Saturday, March 12, 2011

GENERAL INFORMATION: The 8th annual Regional Hospice Polar Plunge will take place on Saturday, March 12th 2011, at AmericInn on Highway 2 in Ashland. Registration will begin at 11:30 a.m. with the Plunge taking place in Lake Superior at 1:00 p.m. Children ages 8 years and under must jump with their parent or guardian. Heated rooms will be available for you to change in before and after you jump. Lunch will be provided for all Jumpers, and all others are encouraged to make a \$5.00 donation. Jumpers also have free access to the hot tub and pool at the hotel following the Plunge. The Awards ceremony will take place at AmericInn after the Plunge.

PLEDGES: We ask that you take the Pledge Sheet and obtain pledges for your courage and bravery! We are asking jumpers to try to raise a minimum of \$25 (to receive a free T-shirt), but any amount will help make a difference and will allow you to jump (lucky you!). Jumpers who raise \$250 or more in pledges will also receive a sweatshirt; and individuals who raise \$1,000 or more in pledges will also receive a polar fleece blanket. We also have a Team category. Each team must have a minimum of 4 people, with everyone jumping! The team who raises the most money will receive a free pizza party courtesy of hospice! We ask that you collect all your pledges in advance and please bring the Pledge Sheet with all your pledges on the day of the event.

*****Chicken Plungers:** This is a special category for those who value life and their well-being. These jumpers will obtain pledges from family and friends that wish to prevent them from having to jump in a hole in the ice. All rules and rewards apply to Chicken Plungers as well. *****

CONTESTS AND RULES: In addition to a prize for the person receiving the most pledges, a prize for the person/persons with the best costume will be awarded. Clothing can be worn but—no wetsuits or birthday suits please! Footwear is the only actual requirement for the jump, as you never know what is at the bottom of Lake Superior. Participants will jump into a hole cut in the ice; it won't be over your head, and you do not need to stay in the water for any specified period of time. In other words, **GET IN AND GET OUT!** And please remember to bring your own big fluffy towel to dry off and keep "warm" with!

THE BENEFITS OF BEING ADVENTUROUS:

- 1 It's a spiritually uplifting ritual that can surpass any normal level of comprehension.
- 2 It can reduce wrinkles!
- 3 You become part of history rooted in the European tradition of saunas and cold-water swimming.
- 4 Jumping in near freezing water takes a brave soul!
- 5 It helps mentally by shortening the winter season and lifts bouts of depression.
- 6 It's cheaper and safer than walking on coals!

Although these are all good reasons, the main reason is that all proceeds from this event will go to help provide care and support to people living with a terminal illness and their families/friends in our community. All contributions are tax deductible.

IS WINTER SWIMMING DANGEROUS?: Rapid cooling of the skin triggers various heart and breathing responses. The strain placed on the heart is not likely to be a problem for a healthy person but may be dangerous for those with heart disease or hypertension.

THANK YOU FOR MAKING A DIFFERENCE!!!!

SPONSOR SHEET
Regional Hospice Polar Plunge
Sponsorship Opportunities

_____ **Major Sponsor (Investment of \$1,500 or more)**

- * Listed as major sponsor on Plunge materials to include posters and banners.
- * Recognition in press releases, newspaper articles, and radio advertising.
- * Logo on t-shirts and sweatshirts.
- * Recognition in thank you ad in local newspapers.

_____ **“Plunge” Partner (Investment of \$500 to \$1,499)**

- * Listed as event partner on Plunge materials to include posters.
- * Recognition in press releases, newspaper articles, and radio advertising.
- * Logo on t-shirts and sweatshirts.
- * Recognition in thank you ad in local newspapers.

_____ **“Plunge” Sponsor (Investment of \$250 to \$499)**

- * Recognition in newspaper articles.
- * Recognition poster at event.
- * Recognition in thank you ad in local newspapers.

_____ **Friends of the “Plunge” (Investment of \$125 to \$249)**

- * Recognition poster at event.
- * Recognition in thank you ad in local newspapers.

The deadline for sponsorship opportunities is March 1st. Please indicate the sponsorship level that you wish to participate in. Please make check payable to Regional Hospice and mail your donation along with this form to:

**Regional Hospice
2101 Beaser Ave., Ste. 3
Ashland, WI 54806
Phone: 685-5151**

All donations are tax deductible and will be used to provide care and support for people living with a terminal illness and their families/friends in our community.

Name _____ **Business** _____

Address _____

Phone _____ **Fax** _____

Amount _____

Thank you for your support!

Regional Hospice Services, Inc.
2011 Polar Plunge Registration Form

(All information will be kept confidential and is used for internal purposes only)

Name of Participant: _____

Address: _____

City/State/Zip: _____

Phone #: _____ *e-mail:* _____

Age: _____ *Amount Collected:* _____

Shirt Size: Small/Med/Large/X-Large/2X: _____

Release and Waiver Form

I understand that the Polar Plunge event involves risk or injury, which may be caused by my own actions or inactions, those of others participating in the event, the conditions in which the event takes place, and that there may be other risks not known to me or not readily foreseeable at this time; and fully accept and assume all such risks and all responsibility for losses, costs, and damages I may incur as a result of my participation in the activity.

I hereby release, discharge, and covenant not to sue Regional Hospice Services, Inc., its respective administrations, directors, officers, volunteers, employees, other participants, sponsors and the owners of where the activity takes place, from all liability, claims, demands, losses, or damages on my account.

I have read this Release and Waiver of liability, assumption of risk, and indemnity agreement, understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it to be a complete and unconditional release of all liability to the greatest extent allowed by law and agree if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

Signature of Participant (if over 18)

I agree to allow Regional Hospice Services, Inc., to use my likeness/image for promotional purposes, e.g., website, newsletter, etc.

Signature of Parent/Legal Guardian (if under 18)

3-12-11

Date