

NEWS RELEASE – FOR IMMEDIATE RELEASE

Hospital Auxiliary seeking Polar Bear Dippers

NORTHUMBERLAND COUNTY, Thursday, January 17, 2008 – And now for something completely different! The Northumberland Hills Hospital Auxiliary is branching off in a new direction.

The Auxiliary is seeking hardy folks to take the plunge in the Auxiliary-sponsored Polar Bear Dip on Sunday, February 17th at 1:00 p.m. at the Cobourg Beach, adjacent to the pier.

The Dip is part of the first-ever Cobourg Winter Festival and is assuredly a first for this auxiliary although other auxiliaries in the region, notably Campbellford Memorial Hospital Auxiliary and Port Perry, have held similar events with very good financial results.

We have all the support systems in place...we need dippers!

Dippers will be individuals with adventurous spirits and generous hearts, willing to take a very brief chilly plunge to the cheers and admiration of onlookers. We need them to seek sponsors whose generosity will lead them to pledge real money on the success of their champion. Police officers could test their mettle against firefighters; industry employee teams could compete against each other or against other industries or businesses; hospital service areas could strike a competition; service clubs could test their mettle against other service clubs; high school teams could compete. A group of general "layabouts" could select an energetic representative and sponsor his/her daring-do. You get the picture.

For their efforts, dippers will receive a fetching Festival toque and scarf, hot chocolate and the adulation of the crowd. In addition, the dipper's \$5.00 entrance fee will be covered by the Auxiliary. Another take-away will be the satisfaction of making a contribution toward the Auxiliary's ongoing support of Digital Mammography at Northumberland Hills Hospital.

Taking part is simple. The registration/pledge form can be accessed on the web at <<http://www.cobourgtourism.ca/>>, picked up at the Cobourg Tourism Office located at Marie Dressler House, through the Auxiliary Office (905-372-6811 Extension 4630) or by calling 1-888-262-6874. Volunteers will be given a NHH volunteer registration number and can then embark on collecting pledges.

Be part of the adventure for a good cause!

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