

FOR IMMEDIATE RELEASE

NHH Auxiliary Sponsors Third Polar Bear Dip

Tuesday, January 26, 2010 - The Northumberland Hills Hospital Auxiliary will once again sponsor one of the highlights of the Cobourg Winter Festival – the Polar Dip to be held on Sunday, February 14th at 1:00 p.m. at the Cobourg Beach.

The event, in its third year, has been successful in driving rain and frigid winds, so this year we are appealing to the community for a few more hardy Dippers and many more enthusiastic Sponsors to encourage those brave enough to plunge into the waters of Lake Ontario - it might be warmer than the air!

The Dip is part of the Cobourg Winter Festival and is sponsored by the NHH Auxiliary as a fundraiser for capital equipment deemed necessary by the hospital. This year's funds raised will contribute to the Auxiliary's pledge of \$150,000 to be used for the purchase of surgical scopes and other patient-focused equipment.

Dippers will be individuals of adventurous spirits and healthy, generous hearts willing to take a very brief chilly plunge into the cold water to the cheers and admiration of an enthusiastic, admiring crowd of onlookers. Dippers will seek sponsors whose generosity will lead them to pledge real money on the success of their champion. Challenges could be set up between groups – police against firefighters, teams against teams, schools against schools, businesses and industries against similar competitors, one person against another, or just an individual daring their own bravery in the water – and challengers will be supported with great enthusiasm by sponsors cheering them on.

The event will be assisted by police, firefighters, St. John's Ambulance and other safety-minded helpers. Dipper can look forward to a warm place to change, hot chocolate and cheers from the crowd.

Taking part is simple. The registration/pledge form can be accessed on the web at www.nhh.ca, 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. Dippers will be given an NHH volunteer registration number and can then embark on collecting pledges.

Join the Winter Festival fun and support a good cause – your local hospital.

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For information contact:
dhodge@nhh.ca