

Media Advisory - Local District Administrator Freezing for a Reason



FOR IMMEDIATE RELEASE
(January 20, 2011)

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Dr. Mike Richie, District Administrator for the Northland Pines School District, will Dive into the Frigid Waters of Sunny Vale Man Made Lake in Wausau...all in the name of Special Olympics!

WHAT: While many locals bundle up in cozy scarves and woolly mittens before stepping outside to take on the blustery winter air, hundreds of others across the state are leaping into frigid waters as part of the 13th annual Special Olympics Polar Plunge!

The Northland Pines School District Community can celebrate the Polar Plunge in a special way, for a special cause. Staff, students, community members and local businesses can contribute pledges to Dr. Mike Richie, District Administrator for the Northland Pines School District. He will be participating in the Toss the Boss Event and will be taking the plunge on Friday, February 25, 2011 at Sunny Vale Man Made Lake in Wausau.

In addition, Northern Access will be sending a team to participate in the Polar Plunge for the first time. Northern Access #2-11 Team members include, Andrea Baughman, Ann Buettell, Jessica Chuckel, Katherine Maney, and Jacki Podoll.

Join a team or make a donation to Northland Pines -Toss the Boss or Northern Access #2-11 Team online at www.specialolympicswisconsin.org. Cash donations for Dr. Mike Richie can be sent to 2218 Rangeline Road, Eagle River, WI 54521 and donations to Northern Access #2-11 Team can be sent to Agency Manager, Jessica Chuckel, PO Box 1835, Eagle River, WI 54521. All checks must be made payable to Special Olympics Wisconsin. 25% of the total amount raised by Dr. Richie and Team Northern Access will directly support our local agency, Northern Access Special Olympics.

Observe the chaos while sipping hot cocoa, warmed by the knowledge that your donation helped give Special Olympics athletes across the state the chance to participate in 18 year-round sports.

WHERE: Sunny Vale Park in Man Made Lake

WHEN: Friday, February 25, 2011 from 4:00 pm – 8:00 pm – Dr. Mike Richie, Toss the Boss Polar Plunge

**Saturday, February 26, 2011 – noon – 1:30 pm – Team Northern
Access #2-11 Polar Plunge**

WHO: In 2010, a total of 9,582 plungers participated in 12 Polar Plunges across the state with **560** participating at the Wausau Plunge.

WHY: Last year, the Wausau Polar Plunge raised more than \$96,000. This is the first year someone is participating in the Toss the Boss Polar Plunge to benefit our local Special Olympics Agency, Northern Access. Statewide, the Polar Plunge raised more than \$1.8 million for Special Olympics Wisconsin to continue to provide sports for 10,000 athletes in Wisconsin!

SOWI provides year-round training and competition opportunities through 18 different Olympic-type sports for nearly 10,000 individuals with cognitive disabilities. Thank you to Kwik Trip and the Law Enforcement Torch Run, the Mission Partners of SOWI, enabling the organization to hold nearly 80 competitions and five state tournaments per year. Join our online community by following us on [Twitter](#) and [Facebook](#)! For more information, visit SpecialOlympicsWisconsin.org or call (800) 552-1324.

**For more information or event-day coverage, contact Theresa Pries at
715-848-0550 office, tpries@specialolympicswisconsin.org
715-703-0941 event day coverage**

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