

PRESSRELEASE

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For Immediate Release
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5th Annual Plunge For The Cure

Michigan City, IN (September 14, 2007) –The Fifth Annual Plunge For The Cure will take place Saturday, October 6th, from 10-10:30 a.m. CST at Washington Park Beach. The 1st and 21st registrants who bring in \$100 in donations will each receive a gift card to Lighthouse Place Premium Outlet or Menards.

The Plunge For The Cure is an event planned by the Mayor's Campaign Against Cancer Committee. In 2004, the Mayor's Campaign Against Cancer received awards from the USA Weekender's "Make A Difference Day" and from the U.S. Conference of Mayors' "City Livability Awards."

"Participants in this event don't have to swim in the lake or even wade out to their waists," said Laura New, Parks & Recreation Office Manager and Trails/Greenways Manager. "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 if everyone contributes a few dollars to the Susan B. Komen Foundation, the event may raise thousands to help fight breast cancer in our area."

Everyone who participates by getting toes or fingers or more wet in the lake will receive a certificate of appreciation, signed by Mayor Oberlie. Everyone who attends the event will receive a certificate for coupons from Lighthouse Place Premium Outlet Center.

In addition to that, everyone who participates through donations to the Susan B. Komen Foundation will have their name placed in a drawing for several prizes. The drawing will include:

- A Connie Kassal poster, signed by the artist, donated by the LaPorte County Convention & Visitors Bureau
- Gift certificates from Lakeshore Coffee
- Unity Foundation tote bag
- \$50 gift card to Hacienda from General Insurance Services, Inc. (GIS)
- And more!

Those people who donate \$100 or more to the Susan B. Komen Foundation at this event will receive an event t-shirt imprinted with a logo designed by John Lucas, a local artist who draws Archie, Jughead and Barbie. The t-shirts are provided by Faith Walkers.

St. Anthony's Memorial Health Centers is again donating the use of towels and blankets, and the bath house will be open so people can easily change out of their wet clothes.

Come to Washington Park Beach Saturday morning, October 6th, at 10 a.m. and join us in Taking The Plunge!