

**Subject: Media Release – Perth Polar Bear Plunge**

**Perth Legion Gearing Up for January 1<sup>st</sup> Polar Bear Plunge**

Members of the Royal Canadian Legion, Branch 244 Perth-Upon-Tay, are gearing up to host the annual Perth Polar Bear Plunge on New Year's morning, January 1st. After 31 years of hosting the Plunge, from which so many community groups have benefitted, the Perth Legion is now the grateful recipient of funds raised from this fun and unique event.

Among the brave and crazy souls who have committed to the icy dip, are none other than Plunge-founder and Armed Forces Veteran David Lavery, also known as "Canadian Dave," and Legion President Ivan Cole. Many Legion members, their friends and family, will make the fateful plunge as well, in an effort to raise much-needed funds to address accessibility issues at the hall and boost existing Legion programs.

The funding site is now open at:

<https://www.zeffy.com/en-CA/peer-to-peer/perth-polar-bear-plunge--2026>

where folks can register to plunge or sponsor someone else. The Legion's Facebook page is the best place to stay up-to-date as plans progress, "*Perth Royal Canadian Legion Branch #244*." From here you can download pledge sheets, or pick them up in person at the Legion office (26 Beckwith Street) or from the Perth Museum & Visitor Information Centre (11 Gore St. East).

As the campaign kicks off in earnest this week, \$1,275 has been raised towards a \$50,000 goal. What can you do to help? Spread the word, via social media or in person, sponsor a friend, register to plunge, or volunteer during the event. There will be many tasks on January 1<sup>st</sup> and everyone is invited to participate. According to Ivan Cole, Legion President, "The Plunge is a great tradition to start off the New Year. We're looking forward to seeing everyone January 1<sup>st</sup> and appreciate the community's support to keep your Legion running smoothly."

More details will be released in the coming weeks. For further information or to donate please contact the Legion office at 613-267-4400.

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