



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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DEEP FREEZE FUNDRAISER FOR COARC

Mellenville, New York: COARC is hosting its second annual Polar Plunge, when volunteers splash into the icy water of Upper Rhoda Pond to collect pledges from friends, families, and coworkers for jumping in the lake in winter. The money raised will benefit COARC programs, such as a new playground at The Starting Place preschool in Hudson and other COARC services for individuals who experience disabilities.

COARC's Polar Plunge is Saturday, February 20th at Camp Mahican, 3 Cross Street in Copake, NY, 12516. Festivities are open to the public and begin at 1:00 p.m. with warm drinks, snacks, music and an appearance by Smiles, the COARC Butterfly mascot. The swimmers will brave the freezing water at 1:30 p.m. Donors can sponsor a swimmer and volunteers can join the plunge at www.COARC.org or 518-672-4451. Directions are available through the website. The rain date will be the following Saturday.

This year COARC is celebrating 45 years of expanding abilities, one person at a time, so individuals who experience disabilities can achieve their individual goals. COARC is the Columbia County Chapter of NYSARC, Inc. and it provides services and programs to more than 500 individuals. It is primarily supported through state and federal funding, and also by individual and corporate members, donors and foundations.

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