



NEWS RELEASE

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FOR IMMEDIATE RELEASE

COARC BREAKS THE ICE FOR FUNDRAISER

Mellenville, New York (January 30, 2009) In the spirit of giving, COARC staff members and volunteers will go jump in the lake for a great cause on Saturday, February 21 at 1 pm at Upper Rhoda Pond, 3 Cross Street in Copake. The first COARC Polar Plunge is a frozen fundraiser that benefits COARC's Camp Mahican, a free summer day camp for children who are experiencing disabilities. The public is invited to add to the festivities by cheering on the jumpers, or laughing at them, as they make a splash for charity. Parking for the event is at the far end of Cross Street, after turning off Route 7 in Copake.

Carey Proctor, television's morning anchor for CBS 6 News on WRGB in Albany, joins the jumpers in gathering sponsorship donations to brave the cold. Donors can support Carey and more than 20 other COARC plungers through their web pages at www.coarc.org or by making a donation at the event. Other jumpers can also register to raise funds for COARC through the website or call Alex Schneider at 518-672-4451 x 3422. Firefighters from the Copake Fire Department will be at Upper Rhoda Pond with their Ice Rescue gear, and the Copake Community Rescue squad will also attend.

The old building where Camp Mahican operated in previous years had to be torn down. Construction has begun on a new pavilion for the campers, but more funding is needed to get the camp ready for the kids this summer. Camp Mahican is located at the Polar Plunge site on Upper Rhoda Pond.

COARC is a Columbia County not-for-profit organization whose mission is expanding abilities, one person at a time, so individuals experiencing disabilities can achieve their personal goals. COARC provides an array of services and programs that benefit more than 600 individuals and it employs more than 400 area residents. Established in 1965, COARC is the Columbia County Chapter of NYSARC, Inc. It is primarily supported through state and federal funding, and also by individual and corporate members and other foundations. Information about the Polar Plunge, COARC employment, program services, donation opportunities and membership is available at www.COARC.org or 518-672-4451.

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