

*The more you raise  
the more you get!*

It's true...the more money you raise, the cooler the stuff you get! You work hard to raise this money and want you to enjoy the rewards of a job well done. So here is what you can earn:

### The "Bear" Essentials

Raise \$50, get cool prizes! Raise more, get cooler prizes!

#### INDIVIDUAL TEAM MEMBER FUND-RAISING INCENTIVES:

Get these	If you raise this	\$50	\$250	\$500	\$1000
Plunge Sweatshirt & lunch on Frigid Friday	★	★	★	★	★
Cool School Tervis Tumbler			★	★	★
Plunge Fleece				★	★
"Back to School Cool" Kit					★

Trophies will be awarded to the Top Fundraising Team in five Divisions. Additional Premiums available for teams raising \$1,500 by Dec. 20 and \$5,000 by Jan. 17. Details at [www.plungemd.com/cool-school-incentives.shtml](http://www.plungemd.com/cool-school-incentives.shtml)

# Rick Your Plunge!



"We did our small part for Special Olympics Maryland but we also strengthened our school community. The Plunge helped show our students the responsibility of citizenship-helped to unite a faculty and create a little disability awareness-and helped me realize what a special group of students and staff I get to work with."

-Cool School Team Vice Principal

### Friday, January 27th

Register at 10am / Plunge at Noon

Sandy Point State Park, Annapolis

*It's a Plunge event just for you!*

Frigid Friday is offered exclusively to school teams who are part of the Cool School Challenge. Not only can you spend a school day on the beach, you'll also enjoy:

- Free Lunch!
- Live Music
- Live TV Coverage by TV11
- Unified Sports Demonstrations
- Earning Service Learning Hours
- Showing off Your School Spirit
- Being a Part of the SOMD Youth Rally



Bus parking is available at Sandy Point State Park on both Friday and Saturday, but a Parking Permit is required on Saturday. To make a reservation and receive a pass, please email [plunge@somd.org](mailto:plunge@somd.org).

### Saturday, January 28th

Register beginning at 8am

Plunge at 1 or 3pm

Sandy Point State Park, Annapolis

*A lot more than just a dip in the bay!*

Join thousands of other Plunge participants in braving the Bay during Saturday's PlungeFest. It's a FREE family-friendly festival with something for everyone. Join in the celebration of the event's 16th year, including:

- Costume Contest
- Astro Events Family Fun Zone
- Tons of Games & Prizes
- Great Food, Drink & Live Music
- Celebrity Appearances
- Vendors, Crafters, Displays & More!



## TAKE THE COOL SCHOOL CHALLENGE AT THE 16TH ANNUAL MSP POLAR BEAR PLUNGE

Chill out for Special Olympics Maryland and be a part of the coolest event around!

LEARN MORE AT [WWW.PLUNGEMD.COM](http://WWW.PLUNGEMD.COM)



Special Olympics Maryland

Be a fan of cool.

*Rick Your Plunge!*

*Frigid Friday PlungeFest*  
January 27th January 28th



CHALLENGE SCHOOL

[plungemd.com](http://plungemd.com) 2012



# TAKE THE PLUNGE? IT'S AS EASY AS 1,2,3!



## Why the Plunge is so Safe?

- Certified divers keep their eyes on every Plunger in the water.
- The event is conducted and staffed by a joint law enforcement committee, led by the Maryland State Police. The safety of all participants is their #1 priority.
- Heated tents keep students and teachers comfortable when changing, post-Plunge, and for festival activities.

## Why is the Plunge Educational? Because students can:

- Share a Unified Sports experience
- Sign our "Spread the Word" banner and pledge to end the R-Word
- Listen to motivational speeches supporting the SOMD mission
- Break down the barriers and create lasting memories with our athletes and your peers!
- Help create positive change in their school and community by understanding and embracing anti-bullying tactics

The Cool School Task Force has created resources to support anti-bullying and disability awareness programs in your school. For information on obtaining these available resources please contact Meghan Wilson at 410-242-1515 Ext 140 or [mwilson@somd.org](mailto:mwilson@somd.org)

## 1. Start or Join a Team

If you are leading the charge into the Chesapeake yourself, then the best first step is to choose a team captain. Maybe it's you, or maybe it's the cool teacher, coach or advisor that everyone likes. Whoever it is, it should be someone who is willing to both organize your team and help recruit and motivate others to be a part of the fun. Or, if your school has already formed a team and is looking for new members, then skip this step and jump on board!



## 2. Register at [www.plungemd.com](http://www.plungemd.com)

Click **Sign Me Up** from the top menu bar



Choose **Register for the Cool School Challenge Plunge**

Agree to the terms of the waiver

### IF YOU ARE STARTING A TEAM:

**Select Start a Team** and enter your team name, your fundraising goal and the number of team members you wish to recruit.

**HEAT** Include your school name in your team name to make it easy for teammates to find. (i.e. Baltimore High School Ducks)

**Complete** the online form and create a username and password so you can log into Plunge Headquarters and customize your team page.

### IF YOU ARE JOINING A TEAM:

**Select Join a Team** and search for your team. Follow the prompts to complete the process. Be sure to write down the username and password so that you can log into Plunge Headquarters!

## 3. Raise Some Cash & Earn Great Prizes!

Ask your parents, your boss, your coach, your neighbors and other relatives for donations. They'll only give if you ask them to, and chances are they'll be so supportive of what you are doing to help Special Olympics Maryland that they will be happy to make a contribution.

Post the link to your personal fundraising page on Facebook or your other social media sites - friends and family can easily donate online and these sites are a great way to spread the word.



For more info visit [www.plungemd.com](http://www.plungemd.com) or contact Meghan Wilson at 410-789-6677 x140 or [mwilson@somd.org](mailto:mwilson@somd.org)