

Taking the Polar Bear Plunge into 2010

Lake Lure Hosts 2nd Annual New Year's Day Polar Plunge and Post-Plunge Awards Party

Lake Lure, NC — With the new year comes the return of Lake Lure's New Year's Day Polar Plunge! Plunger registration is underway to be "freezin' for a reason" – the plunge is a fundraiser to keep others warm. Event gates will open at 11 a.m. on Jan. 1st across from the 1927 Lake Lure Inn and Spa on the Beach at Lake Lure. Here, at high noon, plungers will again take the big, COLD, dive.

Hot drinks, food and bonfires will be on hand for crowds at both the primary plunge site on the Beach at Lake Lure and also at the post-plunge awards party at the Geneva Hotel's Tiki Bar on the Rocky Broad River.

"The New Year's Polar Plunge was so popular last year that the decision was made to move the main event of plunge day to the Lake Lure Beach, where there's more room to accommodate all the plungers and spectators," said Rutherford County Tourism Development Authority Acting Executive Director Michelle Whitaker. "But there will still be lots of action again at Geneva's Tiki Bar on the Rocky Broad River. It's home of the original plunge and will be host not only to the post-plunge awards party, but also to a new event: 'extreme plunging.'" The plunge and post-plunge party sites are on the same street, only 1.69 miles apart.

There is no entrance fee for spectators. Plunger registration fee proceeds will go to Yokefellow – a local agency which helps pay power bills for families in need; another portion will go to local fire and rescue. Individual registration is \$35 -- teams of 5 can register for \$150. It is the only known New Years Day Plunge in North Carolina. If you are coming from out of town, area accommodations have special New Year's Eve/Polar Plunge packages.

"I took the Plunge" hoodies and "return plunger" patches will be given out at the post-plunge awards ceremony at the Geneva. Plunge awards will be given for the Best Costume, Most Team Spirit and Furthest Traveled.

"The community has really rallied behind this event. It is now sponsored by the Hickory Nut Gorge Chamber of Commerce, and lots of groups and businesses are coming together to make it happen," says Whitaker. The Geneva Hotel, the Lake Lure Inn and many other businesses and individuals should be applauded for their efforts for a good cause."

Pre-registration is recommended. For more information, registration, hotel packages and links to video from last year's plunge, go to www.newyearspolarplunge.com.

For information or to register, call 828-625-2725 or 828-625-4121 or visit www.newyearspolarplunge.com.

Media please contact Michelle Whitaker at 828-245-1492.

To come:

The 2nd Annual New Year's Day Polar Plunge

When: January 1 – Gates open at 11 a.m. --- Plunge at high Noon

Where: The Beach at Lake Lure; 2930 Memorial Hwy; Lake Lure, NC (Across the street from the 1927 Lake Lure Inn and Spa)

Post-Plunge Awards Party And Extreme Plunging

When: Right after plunge

Where: Geneva Riverside Lodging; 3147 Memorial Highway; Lake Lure, NC