Rotary District 7930 announces the

Sample Press Release Pre-Plunge

The Rotary Club of _____ *is Freezin' for a Reason:*

The Rotary Club of _____ is jumping into the Atlantic Ocean for Polio Eradication on Saturday, February 1, 2014 at 11:45am as part of Rotary District 7930's 4th annual Polar Plunge at Long Beach in Gloucester. The event is part of Rotary International's ongoing campaign to eradicate polio in our lifetime. More than 300 people are expected to plunge into the cold waters off Cape Ann this year including the Rotary Club of _____. Last year, over 250 people braved the icy waters, raising more than $80,000, doubling the previous year's amount.

Since 1985, Polio has become the signature cause for Rotary International as it has teamed up with partners including The Global Poverty Project, The Global Eradication Initiative, The World Health Organization, and The Bill & Melinda Gates Foundation. More than 1.2 billion dollars have been raised among Rotary clubs worldwide and the Bill & Melinda Gates Foundation. When Rotary International took on the battle against this disease, more than 350,000 people spanning 125 countries were impacted. Today there are three countries left where it has not been eradicated-- Pakistan, Afghanistan and Nigeria.

This year, the Bill and Melinda Gates Foundation has pledged a 2:1 match for every dollar Rotarians raise toward eradication efforts (up to $35 million/year until 2018). For as little as $0.60, your donation can make the difference in changing a person's life. Please support your local Rotarians as they brave the icy waters off Gloucester to help eradicate polio in our lifetime. The _____ Club has set a goal at $ _____, to aid in the district's goal of raising $100,000. The district is utilizing an electronic fundraising process. Supporters are encouraged to log on to fundrsise.com and make a pledge to help Rotarians lead the way to eradicate this dreaded disease.

For more information on how the Rotary Club of _____ serves the local and global community, visit fundrsise.com or contact the club at _____. To learn more about the global effort to eradicate polio, visit endpolionow.org.