

YPAAC

alzheimer's  association®

NEWS RELEASE

Contact: Sara Spaulding
Daytime: 303-564-9268/Mobile: 303-564-9268
Sara.Spaulding@alz.org

RING IN THE NEW YEAR AT THE ANNUAL ALZHEIMER'S POLAR PLUNGE AT THE BOULDER RESERVOIR

DENVER October 24, 2011 -- Young Professionals Alzheimer's Association of Colorado (YPAAC) will host the 29th Annual Alzheimer's Polar Plunge at the Boulder Reservoir on Sunday, January 1, 2012. Registration begins at 10:30 am with the first Plunge of the New Year scheduled for Noon. Online registration is \$25 for adults and \$20 for 17 and younger. Register online at www.ypaac.org/polarplunge or call 303-813-1669.

Top Ten Ways to Ring in New Year 2012:

- 10) Eat more brain food –blueberries, salmon, curry, and broccoli
- 9) Lower your blood pressure
- 8) Take up yoga
- 7) Learn Sudoku
- 6) Take a class
- 5) Become a Volunteer
- 4) Lower your cholesterol
- 3) Manage your weight
- 2) Eat more dark chocolate

And the number one way to ring in the New Year 2012... 1) Take the plunge in the fight against Alzheimer's disease in the Annual Alzheimer's Polar Plunge in Boulder, Colorado!

The Polar Plunge is YPAAC's premier Boulder event and a unique venue to raise funds for the Alzheimer's Association's local programs and services as well as research. Annually the Polar Plunge attracts 800 plungers and raises nearly \$30,000. Each registered plunger will receive a long sleeved T-shirt and a 2012 plunge certificate. Plungers also enjoy warm beverages, bagels, drawings and a dip in the post plunge hot tubs.

Each year plungers arrive early to stand in line to be first to plunge. To avoid the wait, those wanting to plunge first can qualify by being the highest fundraising team, highest fundraising individual or the team with the most creative costumes! Decisions on best costumes will be made onsite by members of the YPAAC Board. Register online and start fundraising!

Petrified to Plunge? Make a general donation on the Polar Plunge website and sleep in on New Year's Day. Donors making a contribution of \$50 or more receive a 2012 Polar Plunge T-shirt and a Petrified to Plunge certificate without leaving a warm bed on New Year's Day!

To become a sponsor, volunteer or to learn more about this event email ypaac@alzco.org or call 303-813-1669.

The Alzheimer's Association

The Alzheimer's Association Colorado Chapter is the premier source of information and support for the more than 72,000 Coloradoans with Alzheimer's disease, their families and caregivers. Through its statewide network of offices, the Alzheimer's Association offers education, counseling, support groups, Medic Alert + Safe Return and a 24-hour Helpline, at no cost to families, and funds advancements in research to prevent, treat and eventually conquer this disease. The Alzheimer's Association advocates for those living with Alzheimer's and their families on related legislative issues, and with health and long-term care providers. For information call the Alzheimer's Association at 303-813-1669, the Helpline at 800-272-3900, or visit alz.org/co

###



Note: US 36, take the Foothills Parkway exit going north. Foothills Parkway becomes Highway 119, aka the Diagonal. Stay on 119, keeping to the left, and veer off at Jay Road. Take a left turn at Jay Road and travel west to 51st St. Turn right at 51st and continue north to the Reservoir (5565 N. 51st St.) about 1 1/2 miles. **Media park near Pavilion**