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FOR IMMEDIATE RELEASE

## Take the Plunge on New Year's Day

**December 20, 2010 (Eau Claire)** – Ring in the New Year with Big Brothers Big Sisters of Northwestern Wisconsin and make a splash for kids' sake at the annual Polar Bear Plunge at The View on Lake Wissota. Registration opens at 9:00am with the first jump at noon.

Don't miss out on the raffles, games, and prizes. All proceeds will benefit Big Brothers Big Sisters of Northwestern Wisconsin. For every hundred dollars jumpers raise their name will be entered into a drawing to win a Package for Two to Granite Peak Ski Resort in Wausau; which includes a two night hotel stay and skiing courtesy of Clear Channel Radio. New to the Polar Bear Plunge this year is an easy-to-use fundraising website that makes it easy to raise money simply by emailing friends. Visit [www.bbbsnw.org](http://www.bbbsnw.org) to get started. Paper pledge sheets are also available now at The View or on the Big Brothers Big Sisters website.

A special thanks to these great sponsors: The View, Clear Channel Radio, General Beer Northwest, Asher Enterprises, Doktor DJ, Granite Peak Ski Resort, Kracker Built Homes, Miller Lite, Morrie's Mazda, Starbucks, Sunnyside Sales & Service, Wissota Fitness Tanning and Massage and Woodford Milk Hauling. If you are interested in participating, but want to learn more please contact Big Brothers Big Sisters at 715-835-0161 or Rusty at 715-861-5200.

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. The children served by Big Brothers Big Sisters face adversity in life. As the nation's largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles").

Big Brothers Big Sisters provides a system of ongoing evaluation and support which is proven by independent studies to help families by improving the odds. A recent study conducted by Harris Interactive shows a child with a 'Big' is more likely to set higher goals, achieve a higher level of education and have better relationships than their peers who do not have a 'Big'. Big Brothers Big Sisters of Northwestern Wisconsin currently serves more than 500 children annually within five counties: Eau Claire, Chippewa, Dunn, Pierce and St. Croix. Learn how you can positively impact a child's life, donate or volunteer today at [www.bbbsnw.org](http://www.bbbsnw.org).

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