



Plungers Toolkit 2022

Register or Donate at www.peiletr.com/polar-plunge

WELCOME

Thank you for choosing to participate in the 2022 PEI Law Enforcement Torch Run (LETR) Polar Plunge in support of Special Olympics Prince Edward Island (SOPEI).

The hybrid plunge was such a big hit over the last two years, we decided to make it a permanent option. So those who do not want to, or are unable, to submerge into the icy waters of the Atlantic can still be part of **#FreezinForAReason**

Extending the **#PEIPolarPlunge** for the full month of April, makes participating easier. We have heard in the past of people who would love to be part of the event, but their schedule might not allow them to attend on the day the in-person event is happening (April 24th this year). So now you have the flexibility to choose how, when and where you want to plunge.

About the PEI Polar Plunge

2022 marks the 9th annual Polar Plunge® here on PEI. It is a fun-event that exhibits

#PEIPolarPlunge #FreezinForAReason

IT'S POLAR PLUNGE SEASON!

PEILETR.com/polar-plunge

VIRTUALLY ALL MONTH LONG APRIL 2022... JOIN US!

PEI's hybrid POLAR PLUNGE 2022

In-Person on Sunday April 24th Dalvay Beach PEI National Park

About LETR for Special Olympics

The Law Enforcement Torch Run® for Special Olympics (LETR) is the largest public



the passion and commitment of the **PEI LETR** mission - raising awareness and funds to support Special Olympics PEI. Our mission allows us to support sport, health and leadership programs that enrich the lives of individuals with intellectual disabilities across the province.

We know that the past couple of years has been challenging for everyone locally and across the world. All our members and their agencies care deeply about everyone in the community and the LETR mission and values still mean a lot to us, and we know individuals with intellectual disabilities across PEI require continued programming to keep their health a priority. We also want to make sure that they know we are supporting them and appreciate their zest for life, as well as their desire to be included in society.

Change can be a good thing and as a result of the pandemic and not being able to gather in person our one day in-person event has morphed into a month-long celebration. **April** is now dedicated to all thing Polar Plunge® across the province and has opened new possibilities of ways to plunge with our **Hybrid Polar Plunge Challenge**. Allowing us to continue the important **In-Person event** on Sunday, April 24th plus a **Plunge-Your-Way** component to raise funds in support of the programs and services offered across the Island by Special Olympics Prince Edward Island (SOPEI), together or apart.

Every dollar counts and we appreciate any amount that you can donate at this time. Plus, there are other ways you can show your support listed below!

We look forward to all that April will bring and showing all Islanders that we care!

awareness vehicle and grassroots for Special Olympics fundraiser for Special Olympics.

Known as Guardians of the Flame, law enforcement members and Special Olympics athletes carry the Flame of Hope into the Opening Ceremony of local competitions, and into Special Olympics State, Provincial, National, Regional and World Games.

Annually, more than 110,000 dedicated and compassionate law enforcement members carry the *“Flame of Hope,”* symbolizing courage and celebration of diversity uniting communities around the globe.

About LETR on Prince Edward Island

In 1993 the partnership with Special Olympics PEI and the PEI LETR was established. The PEI LETR is a dedicated group of law enforcement championing acceptance and inclusion for Islanders with intellectual disabilities, starting first with their own agencies and communities. The PEI Law Enforcement Agencies have come together to raise over \$300,000 in the past 28 years, through various annual events including the *Polar Plunge, May Fun Run and Truck Convoy*.

Many Law enforcement agencies have been represented over the years on this committee.

Agencies that have been involved are:

Parks Canada	Highway Safety	RCMP
Charlottetown Police Services	Summerside Police Services	Youth & Justice Services
PEI Corrections	Atlantic Police Academy	UPEI Security Services
PEI Conservation	Dept. of Fisheries & Oceans	Kensington Police

The **values** of our member agencies are like the characteristics of the SOPEI athletes they support. **Teamwork, Passion, Commitment, Caring, Pride and Courage.**

Things To Do...



-  REGISTER
-  SHARE MY PLUNGE PAGE TO RAISE FUNDS
-  TAKE THE PLUNGE
-  POST VIDEO

Tag @LETRPEI @PEILETR
#FreezinForAReason

Hybrid – What does that mean? More Choices for You!

Hybrid means that you can choose to register as an **individual** or **team** either at the **Plunge-in-the-Park** in-person event **on Sunday, April 24th** at **Dalvay Beach**, or you can take the **virtual plunge challenge** at a location of your choosing, however you want to get wet/cold, **any day in April that works for you.**

Both options are equally as important and can be lots of fun! Either way you are helping us raise funds and awareness for SOPEI and the more than 660 athletes they support through sport, health and leadership opportunities across the province, all year-long.

- **All Ages** are welcome – parental/guardian permission is required for minors to participate.
- **Family Friendly** – please ensure that all costumes/photos/ videos are family friendly
- **Costumes** are not necessary – but **encouraged** (you may be surprised what you already have at home you can use – think of it as a spring-time Halloween)
- **Locations** – the best thing about having a virtual option is **you can participate from anywhere around the globe** – your team’s possibilities just got a lot bigger!
- **Individuals Welcome** – no registration fee but we suggest setting a goal to raise a minimum \$100 in donations
- **Teams** – we love seeing friends, co-workers or families getting together in support of this event and **SOPEI athletes love to be included** – Why not invite one to join your team (virtual or in-person) – the Special Olympics PEI office would be happy to assist you with this email sopei@sopei.com Teams can be of various sizes and so for setting your goal we suggest your use \$100/individual to calculate your team goal. (10 team members \$1000 goal – it will be easier than you think) see below for tips.
- **Challenges** –friendly competition is always welcomed in fundraising events (Classmates – Corporate – Family – Sport Teams, On-Air Personalities 😊)
- **Share Your Why** – Let everyone in your circle of people know why participating in the PEI LETR Polar Plunge is important to you – use the power of social media to raise more awareness about the impact Special Olympics has in the community and in enriching the lives of Islanders living with an intellectual disability.
- **Customize Your Plunge Page** - We know a picture is worth 1000 words and that people give to people, so taking the time to customize your personal and/or team page will be so worth it and
- **Prizes** – of course! (More details below on the incentives)



- **Get Social with US!** We invite you to join the PEI Law Enforcement Torch Run social channels by following us on Twitter or Instagram @LETRPEI and on Facebook @PEILETR and yes Torch is now on TikTok @torch_letrpei.
- **Tag** – your photos and videos to be eligible for contests and prizes with @LETRPEI (Twitter/Insta) and @PEILETR (facebook)
- **Use the hashtag** #FreezinForAReason or #PEIPolarPlunge on all social channels for contests and prizes

**In-Person
on Sunday
April 24th
Dalvay Beach
PEI National
Park**

This year we can once again gather (within the Provincial Health guidelines) and so you can choose to *brave the frigid waters of the Atlantic Ocean* with the **'Plunge in the Park' challenge**. This event will take place in-person in the morning on **Sunday, April 24th** at **Dalvay Beach** in the PEI National Park.

If you choose to plunge-in-person, you will receive an email the week of April 17th with more detailed information about the in-person event including the time to arrive, your attestation form to complete and return and any protocols that will need to be followed the day of.

**VIRTUALLY ALL
MONTH LONG
APRIL 2022...
JOIN US!**

Maybe running into the *frigid Atlantic Ocean* isn't very appealing to you? We understand and invite you to put your thinking cap on for unique ways to take the **Virtual Plunge Challenge**.

We will even make it easy for you to get your creative juices flowing and be sure to check out our Facebook event page and website for great videos and tips throughout the weeks leading up to and after the event:

- **Get Sprayed** – run through the sprinklers outside or ask someone to turn the hose on you (like our SOPEI coach, Jamie Matheson did at the firehall last year) -be sure to video your – *Freezin' for a Reason!*
- **Water fight** – outside, so as not to make a mess, and keep safety in mind but think water balloons or squirt guns – don't forget to record your event for your supporters to see and enjoy! How about a National or Global one...
- **Cool Down** inside in the tub with your swim attire or costume on and take a quick cold shower while you or a friend records it – or someone can dump a bucket/glass of water or ice cubes on you
- **Get Creative** – in the past SOPEI Athlete, Tommy Ling, slid into his plunge and a kiddie pool of cold water
- **Pools or Open Water** – we had some brave plungers running into the cold waters for last year's virtual event while a friend recorded it



- **Bucket Dump** – we had some Cool Cousins plunging virtually in the past – their parents got to dump a bucket of water on their head from the deck – brr – wonder how much the parents had to donate for that privilege

Photos of Past Plunges for costume or uniform ideas



Register today by [clicking here!](#)
 For more information, visit: peiletr.com/polar-plunge/

FOLLOW THE STEPS ABOVE AND BE SURE TO CUSTOMIZE YOUR PERSONAL PAGE WITH WHY YOU ARE FREEZIN' FOR A REASON THIS YEAR!



Prizes & Incentives

Win Win!

#FreezinForAReason #PEIPolarPlunge
 @PEILETR @LETRPEI

New!
Choose your swag!

*When you raise a minimum of \$100 in funds between now and May 1st, 2022, you will receive PEILETR store credit that can be used to item(s) of your choosing!
The more you raise the more store \$ you receive.

PEI hybrid POLAR PLUNGE 2022
 In support of Special Olympics Prince Edward Island by LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS PRINCE EDWARD ISLAND

Of course, the big winners for this event are the more than 660 PEI Special Olympic athletes with an intellectual disability who participate in the numerous programs and services offered across the province by SOPEI.
But you can win too!

*Team fundraising totals will be based on \$100/individual member
 Be sure to join our [facebook event page](#) and get social with us for new prizes/contests as they are announced

Get Creative and win...

Polar Plunge Experts will award a \$100 Sobeys or Tim Horton's gift card for plungers or videos/photos that are:

1. Most Creative/Best Use of Costumes or Props
2. Best Special Olympics/Torch Run Spirit
3. Best 'BRRRR' (coolest) Plunge

2021 PEI LETR Polar Plunge Participant Prize Winners!

@PEILETR #FreezinForAReason @LETRPEI

Plunge/Video contest winners are...

Most Creative
 Oh No Jellyfish

Best SO/Torch Run Spirit
 Marshall Shea

Best BRRR...
 Jamie Matheson

CONGRATULATIONS!

PEI hybrid POLAR PLUNGE
 In support of Special Olympics Prince Edward Island by LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS PRINCE EDWARD ISLAND

Fundraising Tips

All money raised stays on PEI to support programs across the Island!

Key message points to consider when asking family/friends to donate:

- Every contribution matters – whatever amount you can donate is greatly appreciated. If you can't donate at this time, please consider contributing by registering and taking a virtual plunge!
- Funds raised are used to enhance Special Olympics PEI health, leadership and sports programs, and enrich the lives of islanders with an intellectual disability.
- 100% of the dollars raised will remain on PEI!
- The Polar Plunge is an annual event in PEI and last year raised over \$29,000! It brings out so many smiles, laughs and inspiration to plungers and supporters... join the fun and follow along at @PEILETR.
- Our PEI Law Enforcement Torch Run (LETR) for Special Olympics is proud to be part of the largest grassroots fundraising and public awareness vehicle in the world
- Known as Guardians of the Flame, law enforcement members and Special Olympics athletes carry the "Flame of Hope" into the Opening Ceremonies at multi-sport competitions. The flame symbolizes courage and celebration of diversity uniting communities around the globe.
- Any donation of \$20 or more is tax deductible + you have a chance to win

\$100 in 5 steps

- 1 REGISTER & DONATE \$20 TO YOUR PLUNGE
- 2 \$5 EACH FROM 4 CO-WORKERS, CLASSMATES OR FRIENDS
- 3 SHARE YOUR PLUNGE PAGE ON SOCIAL MEDIA & RAISE \$40
- 4 ASK 2 FAMILY MEMBERS TO PLEDGE \$10 EACH
- 5 SEE THAT WAS EASY!

Tag @LETRPEI @PEILETR #FreezinForAReason

LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS PRINCE EDWARD ISLAND

Join us All month long, April 2022...

DONATE 2WIN!

Every \$20 donation received 1 ballot for a chance to win a \$100 gift card from: **Sobey's**

In support of **Special Olympics** Prince Edward Island

In Support of **Special Olympics** Prince Edward Island

FREEZIN' FOR A REASON!

In Partnership with **LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS PRINCE EDWARD ISLAND**

Other ways to Support

If you are unable to make a monetary donation at this time, here are some other ways you can support the PEI LETR Polar Plunge:

- Consider taking the virtual plunge yourself to share a smile and contribute to this fun awareness event!
- Share a plunger's personal or team page on social media to help them reach their goal
- Help us create more inclusive communities by including individuals with an intellectual disability in your life
- Sign up to be a volunteer with Special Olympics PEI

Contact Us!

Email: peitorchrun@gmail.com

Phone: 902-368-8919

Mailing Address: 40 Enman Cres, Room 240
Charlottetown, PE, C1E 1E6 Canada

Online donations are encouraged, but in-person donations can be made at the SOPEI office or to the plunger you are sponsoring. **Cheques are to be made out to Special Olympics PEI**

THANK YOU!

With your support in 2021 we almost hit the \$30,000 mark. Our goal this year is \$25,000 but it would be so amazing if we were able to meet or exceed last year's total.

With your help – it is possible!



ASK ABOUT OUR SPONSORSHIP OPPORTUNITIES!

Email peitorchrun@gmail.com for full details

