



MEDIA RELEASE

Mr. Lube Raising Funds for Polar Plunge Alberta

CALGARY, AB, *February 1, 2018*- Mr. Lube is plunging into full support for Polar Plunge Alberta!

Mr. Lube will be spreading awareness and taking donations to support Polar Plunge Alberta at over 40 Mr. Lube service centers across Alberta for the month of February.

“The Mr. Lube franchisees of Alberta are excited to continue our partnership with the Law Enforcement Torch Run for Special Olympics Alberta in 2018. We will be collecting donations at all Mr. Lube locations throughout the province during the month of February. Mr. Lube is excited to participate in the Polar Plunges across Alberta and Freezin’ for a Reason for many years to come,” said Jason Guenter, Mr. Lube Canada CEO.

Polar Plunge challenges people to bravely jump into Alberta’s frozen lake waters all to support over 3,300 Special Olympics athletes throughout Alberta. This event is presented by dedicated law enforcement members who make up the largest public awareness vehicle and grass-roots fundraiser for Special Olympics, the Law Enforcement Torch Run.

Mr. Lube had already jumped on board as the official incentive sponsor for the event covering the costs of the premium incentive of Under Armour jackets and wanted to increase their support this season with the in store donation campaign.

“We would like to express our sincere thanks to Mr. Lube for their on-going support of Special Olympics athletes across Alberta. Their generous financial contributions coupled with their enthusiasm to better the lives of people with intellectual disabilities is an example for all,” said Paul Manuel, Law Enforcement Torch Run for Special Olympics Alberta Provincial Director.

“Special Olympics Alberta would not be able to reach out and ensure quality sport experience to people with intellectual disabilities without incredible supporters like Mr. Lube. We are thankful for their commitment to make Polar Plunge a success to raise funds and awareness for Special Olympics athletes,” said Johnny Byrne, Special Olympics Alberta President and CEO.

To help kick off Mr. Lube’s support for the Polar Plunge events in Alberta, law enforcement officers and Special Olympics athletes will be greeting and serving customers coffee at two Mr. Lube Calgary locations on February 10 from 9 a.m. to 1 p.m.:

- Mr. Lube #18: 3315 32 Ave N.E., Calgary, AB

- Mr. Lube #116: 200, 4307 130 Ave. S.E., Calgary, AB

The Polar Plunge season in Alberta is already underway with completed events in Lethbridge and Edmonton with three south Alberta events to take place in Red Deer, Calgary and Medicine Hat.

2018 POLAR PLUNGE ALBERTA

Red Deer: February 3 at Bower-Kin Community Center

Calgary: February 24 at Arbour Lake

Medicine Hat: March 10 at Family Leisure Centre

For more details and photos on Polar Plunge Alberta, go to www.alberta.polarplunge.ca, You can find past year's photos and videos from each of the events on [Facebook /plungealberta](https://www.facebook.com/plungealberta) or [#Twitter #PolarPlungeAB](https://twitter.com/PolarPlungeAB), #Freezinforareason.

Law Enforcement Torch Run for Special Olympics Alberta

Internationally the Law Enforcement Torch Run (LETR) for Special Olympics is the largest grassroots fundraiser and awareness vehicle for Special Olympics. More than 85,000 law enforcement officers from 10 Canadian provinces and 3 territories, the 50 United States, and 46 Countries internationally form the largest grass roots fundraiser for Special Olympics. Last year in Alberta, over \$460,000 was raised across the province, benefiting local programs. For more information on the Law Enforcement Torch Run for Special Olympics Alberta, please visit www.albertorchrun.ca. Follow us on Facebook /AlbertaTorchRun or Twitter @Alberta_LETR.

Special Olympics Alberta

Special Olympics Alberta is dedicated to enriching the lives of Albertans with intellectual disabilities through the transformative power and joy of sport. Our vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities.

Special Olympics Alberta's programs cater to all ages and a wide range of abilities to over 3,300 athletes in more than 140 communities. We provide world class sports programs that are run daily by over 1,300 volunteers. For more information on Special Olympics Alberta, visit, www.specialolympics.ca/alberta and follow us on Facebook, Twitter, Instagram, Flickr and YouTube. #ChoosetoInclude

For more information please contact:

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