

# Polar Bear Plunge Fundraiser on New Year's Day



*Polar Bear Plunge Benefits Hope Dementia & Alzheimer's Services*

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## **Polar Bear Plunge Fundraiser**

**When:** Tuesday, January 1, 2014, prizes and Polar Bear Plunge at noon, registration at 11:00 a.m.

**Who:** Men, women and children

**Where:** Red River Beach in Harwich

**After:** Land Ho! Harwich Port will host Hope Dementia & Alzheimer's Services for treats

**What:** Top fundraiser will receive a prize and recognition. Get your pledges today!

Belinda Bachand started a polar bear plunge in 2010 to honor her father, Marvin Nadler. Now in its fourth year, the event continues to grow and raises essential funds for the clients served by Hope Dementia & Alzheimer's Services, formerly

Alzheimer's Services of Cape Cod & the Islands.

Kick off New Year's Day 2013 with a plunge into the ocean to support a worthy cause. Last year 250 people attended the event, with over 75 brave people joining Belinda with a dash into the frigid waters at Bank Street Beach. This year, the Polar Bear Plunge is relocating to Red River Beach in Harwich to accommodate more people supporting the free programs provided by Hope Dementia & Alzheimer's Services.

Everyone is invited to attend. For those who prefer warmer activity, please join the festivities and cheer on others. Afterwards, please gather at the Land Ho! in Harwich Port for refreshments.

All proceeds from the event will be used for free support services and respite grants for the families served by Hope Dementia & Alzheimer's Services. For a pledge sheet, visit [HopeDementia.org](http://HopeDementia.org), email [Giving@HopeHealthCo.org](mailto:Giving@HopeHealthCo.org) or call (774) 487-3663.

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### **About HopeHealth**

*HopeHealth, formerly known as Hospice & Palliative Care of Cape Cod, has been enhancing the quality of life for people experiencing serious illness and loss for more than thirty years. In January of 2012, Alzheimer's Services of Cape Cod & the Islands affiliated with the non-profit organization to enhance and expand its programs and community services. Today, HopeHealth delivers a wide range of medical care, care management and support services throughout eastern Massachusetts. The HopeHealth family of services includes: Hope Hospice; Hope Palliative Care; Hope HouseCalls; Hope Dementia & Alzheimer's Services; Hope Care for Kids; Hope Community Care; and education and training for professionals, caregivers and the community. Learn more by calling (508) 957-0200 or visiting [HopeHealthCo.org](http://HopeHealthCo.org).*

