



# LEWES Polar Bear Plunge

To Benefit  
Special Olympics  
Delaware

Rehoboth Beach, Delaware

Presented by **Wawa**

## PUBLIC SERVICE ANNOUNCEMENT

**Run time:** 30 seconds

**Run dates:** Now until January 31, 2015

### **2015 Lewes Polar Bear Plunge 30-second PSA**

Winter is here, and that means the Polar Bear Plunge to benefit Special Olympics Delaware is near.

Join thousands of brave Bears in the Atlantic Ocean off Rehoboth Beach on Sunday, February first at one P-M.

The cold shock to your system will be replaced quickly by the warmth in your heart knowing you are plunging for a great cause – the nearly four-thousand Delawareans who proudly call themselves Special Olympics athletes.

The plunge is for everyone, whether you do it alone or create a team with family, friends, colleagues or classmates. ... And so are the Saturday activities leading up to it.

It's the 2015 Polar Bear Plunge for Special Olympics Delaware on February first.

For more information visit [PLUNGE D-E dot ORG](http://PLUNGE D-E dot ORG).

The Plunge is sponsored by Wawa.

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### **Event Facts**

Lewes Polar Bear Plunge for Special Olympics Delaware  
Sunday, February 1, 2015, 1:00 p.m.  
Rehoboth Beach, DE

### **Activities on Saturday, January 31, 2014**

Pooch Plunge: 11 a.m. – 12 p.m. on the beach at Rehoboth Avenue and the Boardwalk  
Fire and Ice Festival: 11 a.m. – 3 p.m. at the Rehoboth Beach Convention Center  
5k Run to the Plunge: 1 p.m. on the Boardwalk and Rehoboth Avenue  
Restaurant Chili Contest: 3 – 5 p.m. at participating restaurants throughout Rehoboth Beach

### **For more information**

302-831-4653; [info@sode.org](mailto:info@sode.org)  
[www.plungede.org](http://www.plungede.org)

Air date Dec 14 2014

## **This Sunday on In Touch with Delmarva**

**CNN Music reporter Shanon Cook on this years music .....and**

**Some rising star artists to listen to for next year**

**And**

**500 shows in the can and it's time for the.... Bloopers**

**All that along with ...Chipmunk trivia, and of course, a moment of Zen .....**

**Listen now to the podcast on Cool 1013.com**

**OR**

**Tune in this Sunday at 7 am for..... In Touch with Delmarva**

**with host Norm Short**

**Steve ....the CNN spot is the most fun interview I have done. Thanks for letting me do it.  
500 shows in the book and the Blooper show runs this Sunday as well.**

Air date Oct 5, 2014

**THIS SUNDAY ON IN TOUCH WITH DELMARVA  
GARY PORTER FROM THE AMERICAN LEGION POST 7  
OF HARRINGTON , WITH NEWS ON THE NOV. 1<sup>ST</sup>  
COMFORT WARRIORS 5K WALK /RUN .....**

**AND**

**WE CHAT WITH A HEALTH COACH  
OFFERING SOME TIPS AND TOOLS,  
TO GET YOU ON THE ROAD TO GOOD HEALTH**

**THE PODCAST IS AVAILABLE NOW ON COOL1013.COM  
JUST CLICK ON THE "IN TOUCH WITH DELMARVA BANNER"**

**SO JOIN HOST NORM SHORT THIS SUNDAY AT 7AM  
ON .....IN TOUCH WITH DELMARVA**

Steve .... 476 shows and counting. Thanks for the chance. Norm

Air date Oct 12<sup>th</sup> 2014

**This Sunday on “In Touch with Delmarva”**

**Guest Alicia Hollis has news on a quarter auction to benefit**

**Kent Sussex Industries in Milford..... Oct 17<sup>th</sup>**

**And**

**October is Breast Cancer Awareness Month and the**

**Delaware Breast Coalition has an event Saturday Oct 18<sup>th</sup>,**

**“Monster Miles for a Cause” at Dover Downs International Speedway**

**With guests Beth Krallis and Cheryl Docette**

**Listen to the podcast available now on [cool1013.com](http://cool1013.com)**

**Or check in Sunday morning at 7 am with host**

**Norm Short ..on..... In Touch with Delmarva**

**Steve 479 .....Chefs fight next Tuesday. Are we joining in?  
Dancing like super heros?**

## **PSAs recorded 10.08.14**

### **Chef's Fight for Your Heart**

Chef's Fight for Your Heart is a healthy cooking chef's competition and informative event, happening on Saturday November 8th at Harrington Raceway & Casino, starting at 6PM. There will be giveaways, Chinese auction, a live auction, a mini health fair and a dance off! Tickets are \$40 per person and all proceeds go to the American Heart Association.

### **Rehoboth's 4<sup>th</sup> Annual "Cocoa Crawl"**

Rehoboth's 4<sup>th</sup> Annual "Cocoa Crawl" will take place on Friday November 7th from 5-8PM. For three hours, shoppers will enjoy special discounts in participating stores while noshing on local restaurants' desserts, fall treats and drinks dispersed throughout the stores. There is a \$10 admission fee to participate in this one-night charitable event, which includes a chance to win a \$1,000 Grand Prize Drawing. Tickets are on sale now online at [downtownrb.com](http://downtownrb.com) or can be purchased the night of. This year's proceeds will benefit two non-profits, the Rehoboth Beach Museum and Rehoboth Beach Main Street.

PSAs recorded 10/13/14

**First Annual OktDoverFest**

The First Annual OktDoverFest will be Saturday, October 18th from 1 - 8pm at Loockerman Street in downtown Dover, with all proceeds benefitting USO of Delaware. Tickets are \$25 for adults 21 and over and include an OktDoverFest Beer Mug and 3 drink tickets. Pick them up at participating downtown Dover Merchants, at the gate the day of the event, and online at Eventbrite.com.

**Habitat for Humanity**

Join Central Delaware's Habitat for Humanity for "Blackjack to Build" on Saturday November 1st from 6-10PM at 3367 Upper King Road in Dover! Enjoy blackjack, hors d'oeuvres, silent auctions and more, tickets are \$50. For more info, log onto <http://centraldelawarehabitat.org>.

Air date Nov 9 ,2014

**THIS SUNDAY ON IN TOUCH WITH DELMARVA**

**THE 83<sup>RD</sup> ANNUAL LEWES CHRISTMAS PARADE**

**WITH BETSY REAMER FROM THE LEWES CHAMBER OF  
COMMERCE**

**AND A FAMILY FUN EVENT**

**THE NUTCRACKER AT THE SCHWARTZ CENTER IN  
DOVER WITH ARTISTIC DIRECTOR TERESA EMMONS  
AND ,AS CLAIR, DOVER HIGH SCHOOL SENIOR,  
“JASMIN”**

**PODCASTS ARE AVAILABLE NOW ON COOL1013.COM  
JUST CLICK THE DELAWARE STATE FLAG.....**

**OR LISTEN LIVE THIS SUNDAY AT 7 AM ON IN TOUCH WITH  
DELMARVA WITH HOST NORM SHORT**

**SPONSERED BY.....  
JOHN DEERE TAYLOR AND MESSICK OF HARRINGTON**

DSAs - received 10/7/14

**Bayhealth Offers Free Screening Mammograms**

In recognition of Breast Cancer Awareness Month in October, Bayhealth is offering free screening mammograms every Wednesday in October at Kent General and Milford Memorial Bayhealth Women's Center, on Kings Highway in Milford, and on Governor's Avenue in Dover. Pre-registration is required. Please contact Harriet Pinkston at (302) 430-5143 or (302) 744-6528 for more information and to schedule an appointment.

**Annual Tunnell Cancer Center Craft Show**

The annual Tunnell Cancer Center Craft Show will be held from 9-3 p.m. on Friday, December 5th. The show features local crafters showcasing a variety of items for the holidays. All proceeds benefit the Patient Special Needs Fund and patients of Tunnell Cancer Center. The show will be held in the McCurry Conference Room of the Beebe Medical Arts Building outside Rehoboth Beach. For more information, please visit us online at [beebehealthcare.org](http://beebehealthcare.org)!



**Air date Oct 19 2014**

**THIS SUNDAY ON... IN TOUCH WITH DELMARVA**

**CHEFS FIGHT FOR THE "AMERICAN HEART ASSOCIATION"**

**AT HARRINGTON RACEWAY AND CASINO NOV 8<sup>TH</sup>**

**WITH CHEF LUDVIC BEZY (BUSY).....**

**GARY PORTER FROM THE AMERICAN LEGION**

**POST 7 OF HARRINGTON AND NEWS ON A COMFORT WARRIORS  
WALK.....**

**ALONG WITH A PEEK BEHIND THE CURTAINS IN THE RADIO  
BUSINESS, WITH INTERN LOGAN FRENCH AND HIS "SUMMER OF  
FUN".**

**ITS AVAILABLE NOW ON PODCAST AT COOL1013.COM**

**JOIN NORM SHORT THIS SUNDAY AT 7 AM ON**

**IN TOUCH WITH DELMARVA**

Air date Oct 26, 2014

**THIS SUNDAY ON IN TOUCH WITH DELMARVA**

**BLACKJACK PLAYERS UNITE, AT AN EVENT FOR**

**CENTRAL DELAWARE HABITAT FOR HUMANITY...**

**CALLED BLACKJACK TO BUILD WITH GUEST CHRIS COOPER**

**And**

**GUEST KIM RIGBY WITH NEWS ON A PLACE THAT IS ALL ABOUT**

**HELPING PEOPLE ....PEOPLES PLACE**

**AVAILABLE NOW ON PODCAST ON COOL 101.3**

**OR LISTEN LIVE SUNDAY MORNING AT 7AM WITH HOST**

**NORM SHORT ON.....IN TOUCH WITH DELMARVA**

Air date Nov 16 2014

This Sunday on In Touch with Delmarva,

TIME FOR A MS WALK WITH CR HIGH SCHOOL SENIOR  
KAYLEY CONLEY NOV 22

ALSO THE GANG FROM HOME INSTEAD SENIOR CARE  
WITH THEIR "BE A SANTA TO A SENIOR " PROGRAM

AND THIS WEEK A BONUS .....

IT'S FESTIVAL OF TREES TIME FOR DELAWARE HOSPICE

JOIN US THIS SUNDAY AT 7AM WITH HOST NORM SHORT  
ON IN TOUCH WITH DELMARVA

Steve 494 and counting thanks Norm

**Air date Dec 7, 2014**

**This Sunday on In Touch with Delmarva**

**Ken Wood with details and some insights into**

**Going to Africa ....as part of the,**

**Wells For Ghana Project,**

**bringing fresh drinking water to those without,**

**And**

**State News award winning photographer Dave Chambers**

**With The story of.....The Hartly Monkey**

**All that..... and a moment of zen**

**Join host Norm Short this Sunday at 7 am**

**On In Touch with Delmarva .....**

**also available now On podcast at [cool 1013.com](http://cool1013.com)**