



Injured Marine Semper Fi Fund
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MEDIA ADVISORY

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Take the plunge on New Year's day for wounded service members!

22nd Annual ALARC Ice Dive to benefit Semper FI Fund.

Excelsior, MN – On New Year's Day the brave and the bold will be taking the icy plunge in Lake Minnetoka for a good cause. The 22nd Annual ALARC Ice Dive will provide brave swimmers with the opportunity to kick off 2012 with an invigorating plunge in icy water and raise support and awareness for our injured and critically ill service members and their families.

The ice dive will begin at 8:30 am at Bayview Event Center in Excelsior, MN. The cost is \$20 if you pre-register and \$25 on the day of the event. Advance registration can be made at www.alarc.com until midnight on December 31.

Proceeds from the Ice Dive will benefit the Semper Fi Fund, a nonprofit that provides financial assistance to injured and critically injured service members and their families.

Please consider covering the 22nd Annual ALARC Ice Dive!

- **What:** The 22nd Annual ALARC Ice Dive
- **When:** Sunday, January 1, 2012 at 8:30 am.
- **Where:** Bayview Event Center, 687 Excelsior Blvd, Excelsior, MN
- **Web:** <http://semperfund.org/updates/events/2012-alarc-ice-dive/>

The Semper Fi Fund (SFF) (<http://www.semperfund.org>) is a non-profit organization that provides financial assistance and quality of life solutions for Marines and Sailors, as well as members of the Army, Air Force and Coast Guard who serve in support of Marine forces, when they become injured in post 9-11 combat or training operations, or they face life threatening illness or injury. Our fund provides relief to qualified Servicemembers and their families for immediate financial needs that arise during hospitalization and recovery, as well as perpetuating needs such as home modifications, customized transportation and specialized equipment.

The Semper Fi Fund has awarded over 37,000 financial grants totaling more than \$56 million in grants given to our injured and ill service members and their families.

The SFF was founded by Karen Guenther, a registered nurse and spouse of an active duty Marine who had first-hand knowledge of the challenges faced by wounded Marines and sailors returning from Iraq and Afghanistan. She, along with a dedicated group of military spouses, established Injured Marine Semper Fi Fund in May of 2004.