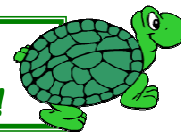


# Tyrtle Beach 2017

...follow me to Tyrtle Beach!



We hear it every year... *"Where in the world is Tyrtle Beach?!?"*

Well, Tyrtle Beach, isn't really a "Where" question, as much as a "Who" question. So, then,...

*"Who is Tyrtle Beach?"* Quite simply, *Tyrtle Beach is...*

- ◇ 1 local "celebrity" who jumps in freezing waters to raise money for kids;
- ◇ 80+ youth organizations who use these funds to provide programs for kids from birth to 18;
- ◇ Hundreds of caring individuals, businesses and organizations who contribute over \$35,000 annually;
- ◇ Thousands of kids who participate in the supported programs—receiving over 8000 services in 2016!

Tyrtle Beach is conducted every April in Bath, New York, and every dollar raised directly supports kids in Central Steuben County. 100% of the money raised supports local youth programs. 0% is taken out for administration, staffing, overhead, or anything else.

*Tyrtle Beach is... local communities supporting kids.*

In 2016, 82 different youth organizations received funding through Tyrtle Beach. This critical support:

- ✓ provided safe community activities;
- ✓ supported music, theater, and art programs;
- ✓ developed social and leadership skills;
- ✓ educated about the environment;
- ✓ encouraged inter-generational family activities, and so much more!

It is all possible thanks to one jumper and hundreds of business, organizations, and individuals. *Tyrtle Beach is... providing opportunities for kids.*

After 25 years, WVIN/WABH Radio continues to be a key driving force behind Tyrtle Beach, with significant support from the Chemung Canal Trust Company, the Steuben County Youth Bureau, and the Institute for Human Services, Inc. Donations make it all possible, and every dollar goes to the kids. *Tyrtle Beach is... an amazing COMMUNITY effort.*

***It's Tyrtle Beach time, and we need your help.***

*More information is available at [www.tyrtlebeach.com](http://www.tyrtlebeach.com)*

## ***It all started as a joke...***

In 1992, Dave Taylor Smith, from WVIN/WABH Radio, along with his morning show partner, were bantering on air that everyone seemed to go to "Myrtle Beach" for Spring Break. Jokingly, they said, "We can go to Tyrtle Beach...where's that?...oh, down by Lake Salubria."

Local businessman Frank Lugiano heard this on the air and offered to sponsor the event..."if Dave would go jump in the lake."

Reluctantly, Dave agreed, but had a condition of his own...only if listeners would sponsor him, and if the money would benefit kids. Dave raised \$1,572 that year... In 2016, Jumper Matt Hill raised over \$45,000.

In between, 20 different jumpers have raised **over \$620,000... all for kids!**

***...it's not a joke anymore.***

## **Would YOU please be a part of Tyrtle Beach in 2017?**

The 2017 "Jumper" is **Steuben County Sheriff Jim Allard**, and we're asking him to "go jump in the lake!"

The Sheriff wants to set a new Tyrtle Beach record. Please support him... and support our youth by becoming part of Tyrtle Beach 2017.

**✓ Yes! I want to tell Sheriff Allard to go jump in the lake!**

Enclosed is a check or money order (*made payable to "Tyrtle Beach Youth Fund"*) for:

\$25   \$50   \$75   \$100   Other \$\_\_\_\_\_ from: \_\_\_\_\_

(Please mail to: Tyrtle Beach Youth Fund, c/o WVIN, P.O. Box 72, Bath, NY 14810)

*Feel free to write a quick note for the Sheriff Allard*

**Be sure to Join us at  
Tyrtle Beach 2017**

**and watch the Sheriff take the plunge!**

**Friday, April 28<sup>th</sup>, 5:00-7:00 p.m.  
On the shore of Lake Salubria, Bath, NY**