



MEDIA ADVISORY/PHOTO OPPORTUNITY

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POLAR BEAR DIP A WEEKLY WINTER AFFAIR

Toronto, ON. – Natan Gendelman, friends and family take the plunge into Lake Wilcox, in Richmond Hill on Sunday, Jan. 2, 2011, at 9 a.m. For most, the polar bear dip is an event that only takes place once a year. For these avid dippers, this is an annual Sunday-morning tradition that starts from the inception of fall, regardless of how cold it gets.

Gendelman, osteopathy practitioner and Director of Health in Motion Rehabilitation embraces the chilly waters for his immune system, not for charity. He keeps the body invigorated with a 20 minute warm up, intermittent breaks between dips in the icy cold water and keeping hot tea on site.

“We swim for health reasons,” says Thornhill resident, Gendelman. “When in cold water, there is better circulation of the blood. I don’t think you can jump into the water without being prepared for this,” says Gendelman.

About Us:

Health in Motion Rehabilitation is a centre located in North Toronto that provides a comprehensive range of therapies for children, adults and seniors whose health and motor functions have been diminished by accident or health condition. As a multi-disciplinary practice, each of the therapists specializes in a particular field of treatment of rehabilitation and offers a full range of services to each patient.

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