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Local polar bears make an invigorating start to 2012

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TORONTO, ON –As families gather around the fireplace drinking cups of hot cocoa, Natan Gendelman and his polar bears will get together to take an ice-cold plunge into Lake Wilcox in Richmond Hill on January 8th, 2012. What makes this group different is that this chilly gathering isn't just an annual occurrence--it is a weekly routine that Natan, his family and friends go through every week, even in the wintertime. While this may seem outrageous to some, for these eager polar bears it is an important weekly tradition done to boost the immune system and promote good health.

Natan Gendelman is a certified Osteopathic Manual Practitioner, Kinesiologist and the Director of Health in Motion Rehabilitation. In addition to being an avid polar bear dipper, he is also known as the founder of LIFE, an innovative treatment program which teaches children and adults with neurological conditions how to function independently in their everyday lives.

Gendelman embraces the cold water as it boosts one's immune system, increases blood flow and metabolism, and decreases inflammation and pain. The tradition begins with a 30-minute warm-up and stretches before the actual dip. Then, each person takes the plunge into the frigid waters for a brief period of time. The routine ends with hot tea and blankets for all.

Come and support Natan and his polar bears at this event as they encourage good health and well-being. For more information about the clinic and/or the upcoming polar bear dip, please visit www.healthinmotionrehab.com or call Rana Mansour at (647) 786-1904.