

Photos courtesy of *The Gallatin Newspaper*



Mayor Graves prepares to take the Cold Water Challenge



Firefighter Rick Donley pours it on



What is the Cold Water Challenge? An internet search says:

1. You are nominated to complete the challenge by someone who has done just that.
2. You have 24-48 hours to complete the challenge AND donate \$10 or \$20 to the charity of choice as defined by the person nominating you.
3. If you are unable to complete the challenge, you donate \$50 or \$100 to the charity they defined.
4. *The amount of the donations varies. The most common is \$10 if you complete it, \$100 if you do not.*
5. If you complete the challenge, upload the video of you completing it to Facebook or YouTube and nominate 5 more individuals to take the challenge.

The number of people participating multiplies quickly and exponentially.

Internet information says the challenge is an unsanctioned spin-off of the polar plunge used by the Special Olympics as a fundraiser.

Among firefighters, the most popular organization to donate to has been the National Fallen Firefighters Foundation. In Gallatin, those who have taken the challenge have also donated to children's hospitals, cancer societies, and other non-profits.

However, it seems that the purpose of the challenge may get lost on some people. Whether you complete the challenge or not, you still have to donate to the organization of choice by the person who nominated you. If you complete it, the amount of donation is less than if you cannot complete it.

Invite your friends to take the Cold Water Challenge for Charity. It can be fun!