

Media Alert

CONTACT: Kristin Craven, Special Olympics PA, 610-630-9450, ext. 252; Day of event – 609-658-6003

WHAT: **Special Olympics PA - Philadelphia's Pre-Plunge at Philadelphia Zoo**
2nd Annual Philadelphia Plunge kicks off in front of the polar bear exhibit at Philadelphia Zoo

The second annual Philadelphia Polar Plunge benefitting Special Olympics Pennsylvania (SOPA) will officially kick off two weeks prior with a visit to Philadelphia Zoo for a pre-plunge with the nation's oldest polar bear – Coldilocks. Join us as we talk about changing climates, introduce "Chilladelphia", the Philadelphia Polar Plunge's polar bear mascot, and have some brave spectators take part in a pre-plunge!

The pre-plunge is designed to promote the upcoming Philadelphia Polar Plunge taking place on December 2, 2016 at Drexel University. The Plunge will feature more than 300 brave souls who will take a dip in the "chilly" waters of an icy above ground pool (*outside of the Recreation Center*) to raise money for Philadelphia athletes and generate awareness about other services the program offers.

WHERE: **Philadelphia Zoo's**
3400 W Girard Ave, Philadelphia, PA 19104
Please arrive by 10:20 am
Media please park along Zoological Drive and enter through Gate H.

WHEN: **Tuesday, November 22, 2016, 10:30am**

WHO: **Kim Lengel, Vice President Education & Conservation, Philadelphia Zoo**
Kristin Craven, Special Events & Marketing Manager, Special Olympics PA

VISUALS: Philadelphia Polar Plunge's polar bear mascot "Chilladelphia", Special Olympics athlete feeding Polar Bear special treats like fishcycles and taking a pseudo plunge, Zoo guests and children observing the event

WHY: On December 2nd, during the Philadelphia Plunge at Drexel University, Philadelphia Zoo will present to high school students during the Cool Schools portion on global warming, polar bears and the impact the students have on the environment. Students at the Plunge will not only learn about a polar bear's environment and how it is changing, but also how they can take a role in changing their school environment to be more inclusive to students with intellectual disabilities.

Polar Plunges have raised millions of dollars across the country for Special Olympics chapters. The events are co-hosted by state chapters of Special Olympics along with their Law Enforcement Torch Run (LETR) officials. The Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in "cool" waters. Plungers can take the plunge on their own with a minimum pledge of \$50 or, better yet, join a group of 10 friends and/or colleagues to form a Plunge Team with a \$500 pledge goal. All plungers are asked to raise the \$50 minimum pledge to receive an official 2016 long sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Additionally, since jumping into a freezing body of water is not for everyone, participants can choose to register for the event as a "Too Chicken To Plunge" participant. Visit www.PlungePA.org to learn more.