



## FOR IMMEDIATE RELEASE

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## SPECIAL OLYMPICS PA TO HOLD PITTSBURGH POLAR PLUNGE & FESTIVAL, DEC. 9 - 10

*New Location, New Format, Same Great Plunge!*

*Super Plunge, Friday Night Splash Party, Live Entertainment, Polar Plunges and More!*

**(Pittsburgh, PA, November 23, 2016)** – The 2016 Pittsburgh Polar Plunge to benefit Special Olympics Pennsylvania (SOPA) will continue its tradition in a new location on **Saturday, December 10, 2016 at Stage AE in Pittsburgh, PA.** Registration opens at 9:00am and the “splash” time is slated for 11:30am. The new and improved Pittsburgh Polar Plunge & Festival will offer participants an option to plunge in the freezing Ohio River, or in an icy pool **outside of Stage AE**. Randy Baumann from 102.5 WDVE and Bob McLaughlin from 105.9 The X will return this year to host the festivities. The plunge is open to the public and all spectators are welcome free of charge.

The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the “cool” waters of their choice. Participants can take the plunge in the river or pool with a minimum pledge of \$50 or, better yet, join a group with other friends and form a Plunge Team! All plungers are asked to raise the \$50 minimum pledge to receive an official 2016 long sleeved Pittsburgh Polar Plunge shirt, but they are also eligible to earn additional prizes as their donations increase. Participants can raise funds online by creating their own fundraising page to garner support from their friends, family and co-workers or come and sign up in person on Plunge Day.

### **2016 Pittsburgh Polar Plunge Weekend Includes:**

- ***SUPER PLUNGE - Stage AE - 400 N Shore Drive – December 9<sup>th</sup> / 9am- 9pm***
  - The Super Plunge kicks off Polar Plunge weekend at Stage AE. A group of 16 brave men and woman will plunge into a cold pool of water more than twenty-four times, over the course of a 12 hour period. Participants must raise a minimum of \$2,500 for the privilege of being called a Super Plunger. In addition to the 16 Super Plungers, three local Interscholastic Unified Sports (IUS) “Cool Schools” will participate throughout the day, including Fox Chapel Senior High School, Central Catholic, and Norwin High School.
  
- ***HAPPY HOUR PLUNGE - Stage AE - 400 N Shore Drive – December 9<sup>th</sup> / 5pm***
  - Ten plungers will take the leap into an icy cold pool in front of their co-workers and friends during the first-ever annual Happy Hour Plunge. Happy Hour Plungers will toss their suit jackets and leave their briefcases at the office to show their colleagues, business peers and the community how charitable and brave they are. To participate, plungers must raise a minimum of \$1,000. Each participating Happy Hour Plunger, and a guest, is invited to come inside Stage AE for the coolest after party in the burgh.

### **Special Olympics Pennsylvania**

2570 Blvd. of the Generals, Suite 124, Norristown, PA, 19403 **Tel** + (610) 630-9450 **Toll Free** + (800) 235-9058 **Fax** + (610) 630-9456  
[www.specialolympicspa.org](http://www.specialolympicspa.org)

*Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities*

- **FRIDAY NIGHT SPLASH - Stage AE - 400 N Shore Drive – December 9th/ 6pm-9pm**
  - The Friday Night Splash Party will be an unforgettable night! Not only will party-goers get to witness the last Super Plunge of the evening, but they'll also get to mix and mingle with 250 of our closest friends, enjoy refreshments, dance to live and local music, and bid on great auction items. Tickets are just \$50 and include food and drinks provided by Aramark. **KDKA TV2's Heather Abraham** will join us as the emcee this year as we honour Sam's Club with the 2016 Flame Award. We will also welcome Butler County Global Messenger, Kristen Lindsey as our Polar Plunge ambassador. Live music from 'Beauty Slap' will play throughout the evening. Visit [www.PittsburghPlunge.org](http://www.PittsburghPlunge.org) for tickets and more information.
  
- **PITTSBURGH POLAR PLUNGE at Stage AE – December 10th/ 9am-1pm**
  - The program will kick off with Randy Baumann from WDVE and Bob McLaughlin from WDXD at 11:00am. All plunge day activities will take place at Stage AE. Free parking is available in Gold Lot 1 on Saturday.
  - **TOO CHICKEN TO PLUNGE** – Those who are too afraid to Plunge can still support Special Olympics by registering under “Too Chicken to Plunge!” For a \$50 minimum donation, individuals can support their friends, family members and co-workers who are plunging and get their very own “Too Chicken To Plunge” long sleeved t-shirt. Individuals can join a team, start their own team, or be “Too Chicken” alone.
  - **EXPANDED PLUNGE FESTIVAL!** – Food and refreshments, indoor and outdoor games and activities, music by the Clintones, and more will be available for families to enjoy in the morning while waiting for friends and family to take a dip in the cold Ohio River or pools provided by Pool City.
  - **PLUNGE POST PARTY!** – All Plungers are welcome to join the post Polar Plunge Party at Tequila Cowboy where drink specials and bull riding will benefit Special Olympics PA!

Polar Plunges have raised millions of dollars across the country for Special Olympics chapters. The events are co-lead by state chapters of Special Olympics along with their [Law Enforcement Torch Run](#) (LETR) partners. Special Thanks to our Polar Plunge Partners: Law Enforcement Torch Run for Special Olympics PA; Aerotek; Pitt Ohio; Geico; Highmark; Mack Truck; Transedge Truck Centers; Lanxess; i+iconUSA; and JB Fay.

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes. To register online or for more information, please visit [www.PittsburghPlunge.org](http://www.PittsburghPlunge.org) or call Jessica DiVito at 724-375-7515, ext. 248.

### **About Special Olympics Pennsylvania**

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to nearly 20,000 children and adults with intellectual disabilities or closely related developmental disabilities. For more information, visit our Web site at [www.specialolympicspa.org](http://www.specialolympicspa.org).

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