



Media Alert

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WHAT: 2016 PITTSBURGH POLAR PLUNGE & FESTIVAL WEEKEND

The 2016 Pittsburgh Polar Plunge & Festival to benefit Special Olympics Pennsylvania (SOPA) will continue its tradition in a new location at Stage AE in Pittsburgh, PA. The two-day event will kick-off on December 9th with a Super Plunge, Happy Hour Plunge and Friday Night Splash party followed by a dip in either the Ohio River or icy cold pools at Stage AE on December 10th. More than 1,500 brave souls will jump into cool waters and be “freezin’ for a reason” in support of nearly 20,000 Special Olympics athletes. The Pittsburgh Polar Plunge & Festival will have activities and entertainment for families to enjoy including free food and warm beverages, unified sports, indoor and outdoor games for the entire family, and so much more.

WHERE/WHEN:

FRIDAY, DECEMBER 9, 2016

9am-9pm - SUPER PLUNGE @ Stage AE, 400 N Shore Drive

- 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 High School, Oakland Catholic High School and Central Catholic High School. **Rob Rossi from Upgruv** and **Fireside Events** will be there to help us kick off the festivities.

5pm - HAPPY HOUR PLUNGE @ Stage AE - 400 N Shore Drive

- 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.

6pm-9pm - FRIDAY NIGHT SPLASH @ Stage AE - 400 N Shore Drive

- 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 for tickets and more information.

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SATURDAY, DECEMBER 10, 2016

9am-1pm – PITTSBURGH POLAR PLUNGE @ Stage AE - 400 N Shore Drive

- The program will kick off with **Randy Baumann from WDVE and Bob McLaughlin from WXDX** at 11:00am. All plunge day activities will take place at Stage AE. Free parking is available in Gold Lot 1 on Saturday. IUS “Cool School” **Norton High School will join the festivities.** Food and refreshments, indoor and outdoor games and activities, **music by the Clintones**, and more will be available for families to enjoy in the expanded plunge festival while waiting for friends and family to take a dip in the cold Ohio River or pools provided by Pool City.
 - **Plunge Registration** **9:00 am – 11:00 am**
 - **Plunge Festival** **9:00 am – 2:00 pm**
 - **Plunge Time** **11:30 pm**
- Closing out the weekend is the **PLUNGE POST PARTY at Tequila Cowboy.** All Plungers are welcome to join and partake in drink specials and bull riding. Proceeds to benefit Special Olympics PA!

WHY: Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes. 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 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 in a pool outside of Stage AE 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.** Corporate, school, and community teams are also welcome to set up a tent and hang a team banner in support of SOPA. Visit <http://pittsburghplunge.org> for more information.

NOTE TO ALL MEDIA: Members of the media are welcome to attend any portion of the Pittsburgh Polar Plunge. Contact Jessica Divito at 412-400-0747 or Wenona Sutton at 610-630-9450 ext.219 to assist with any questions and interviews. Visit www.PittsburghPlunge.org for more information.