



Media Alert

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WHAT – SPECIAL OLYMPICS PA'S 9TH ANNUAL EASTERN POLAR PLUNGE

The 9th Annual Eastern Polar Plunge benefitting Special Olympics Pennsylvania (SOPA), presented by Aerotek, will feature more than 500 brave souls who will jump into the frigid waters of the Delaware River at Neshaminy State Park and be "freezin' for a reason" in support of nearly 20,000 Special Olympics athletes. Friends and family members are welcome to enjoy activities and entertainment at Plunge Town in the morning while waiting for the plungers to take a dip in "cool" waters. The fun filled day will include tailgating, music courtesy of WMMR's Army promo team, a costume contest, photo booth, cornhole games, a bonfire, and the first ever unified volleyball experience.

WHEN – SATURDAY, JANUARY 28, 2017

- Plunge Registration 9:30 a.m. – 11:45 a.m.
- Plunge Town 9:30 a.m. – 12:00 p.m.
- Costume Judging/ Awards 11:00 a.m. – 11:30 p.m.
- "Plunge" Time 12:00 p.m.

WHERE – NESHAMINY STATE PARK

3401 State Road, Bensalem, PA

WHO – MORE THAN 500 BRAVE POLAR PLUNGERS

- Celebrity plungers **WMMR's Steve Morrison**, from the Preston and Steve show, and **95.7 BEN-FM's Matt Cord**
- In addition to the hundreds of plungers, dozens of local law enforcement will battle each other in the ultimate fundraiser competition, "Battle of the Badges".

WHY – Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes. Join us, the many, the brave, the ones who are "freezin' for a reason." 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 2016 Eastern Polar Plunge raised more than \$125,000 with over 500 plungers including those representing several Law Enforcement Teams. The Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the "cool" waters of the Delaware River. 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 2017 long sleeved Polar Plunge t-shirt, but are eligible to earn additional prizes as their pledges increase. Additionally, since jumping into a freezing river is not for everyone, participants can choose to register for the event as a "Too Chicken to Plunge" participant. Corporate, school and community teams are also welcome to set up a tent and hang a team banner in support of SOPA.

NOTE TO ALL MEDIA – The plunge will be held rain or shine; however, severe inclement weather could cause postponement. Please check our website for updates. Contact Demika Poole at 215-429-9144, Kristin Craven at 609-658-6003 or Wenona Sutton at 347-659-8591 to assist with any questions and interviews. Visit www.PlungePA.org for more information.