



## FOR IMMEDIATE RELEASE

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## Special Olympics PA Announces Ninth Annual Eastern Polar Plunge

WMMR's Steve Morrison, 95.7 BEN-FM's Matt Cord, Law Enforcement & Hundreds More to Plunge

**Norristown, PA – January 19, 2017** –The ninth annual Eastern Polar Bear Plunge to benefit Special Olympics Pennsylvania (SOPA) will be held on Saturday, January 28, 2017 at Neshaminy State Park located at 3401 State Road in Bensalem, PA. Registration opens at 9:30 a.m. and the plunge will take place at 12 noon. This year's celebrity plungers will include WMMR's Steve Morrison, from the Preston and Steve show, as well as Matt Cord from 95.7 BEN-FM's new Morning Show.

The Eastern Polar Plunge is a staple event in Bucks County that brings over 500 costumed clad, energized plungers together to be "freezin' for a reason." 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. The unified volleyball experience will create an opportunity for plungers and spectators without intellectual disabilities to join in the sports experience by playing on a team with athletes with intellectual disabilities. Not only does Unified Sports facilitate fun, but attitude change and transformation also happens on the playing field.

The Plunge will also offer complimentary coffee, hot chocolate and soft pretzels courtesy of Wawa.

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.

### EXCITING 2017 EVENT ADDITIONS INCLUDE:

#### **Team WMMR:**

WMMR, supporting Sponsor of the 9th Annual Eastern Polar Plunge, invites members of the public to be a member of Team WMMR! Join Team WMMR and Plunge with their outrageous crew at Neshaminy State Park on Saturday, January 28th.

#### **Special Olympics Pennsylvania**

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

**Team BEN-FM:**

Matt Cord from 95.7 BEN-FM's new Morning Show invites you to join him in his efforts to support the Eastern Polar Plunge! Join TEAM BEN-FM today and Plunge with Matt at Neshaminy State Park on Saturday, January 28th.

**Battle of the Badges:**

"Battle of the Badges" is a competition where all Law Enforcement, Fire Departments and EMS teams battle it out in a fundraising challenge like no other! The ultimate goal is to acquire the sought after "Battle of the Badges" traveling trophy, bragging rights, and the ultimate reward is assisting thousands of Special Olympics athletes continue to participate in Special Olympics activities at no cost to them or their family.

The 2017 Polar Plunge event sponsors include Law Enforcement Torch Run for Special Olympics PA, Aerotek, GEICO, Wawa, 93.3 WMMR, 95.7 BEN-FM, Harmelin Media, Huntington Bank, Parx Casino, Horizon Services, Philadelphia Media Network, New Pace Productions, and the PA Department of Conservation and Natural Resources.

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." To register online or for more information, please visit [www.PlungePA.org](http://www.PlungePA.org), [www.specialolympicspa.org](http://www.specialolympicspa.org), or call Demika Poole at 610-630-9450, ext. 226. The plunge is open to the public and all spectators are welcome free of charge.

**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 about how to be a fan, visit our website at [www.specialolympicspa.org](http://www.specialolympicspa.org).

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