



FOR IMMEDIATE RELEASE

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Special Olympics PA to Hold 3rd Annual Erie Plunge at Presque Isle State Park

Norristown, PA – October 12, 2017 –The third annual Erie Polar Bear Plunge to benefit Special Olympics Pennsylvania (SOPA) will be held on Saturday, November 18, 2017 at Presque Isle State Park – Beach #7, located at 301 Peninsula Drive in Erie, PA. Registration opens at 9:00 a.m. and the plunge will begin at 12 noon. This year's guest emcee and celebrity plunger will again be Mike Ruzzi from WICU-TV 12, who will also be in the crowd to cheer everyone on. Ruzzi will be joined by co-emcee Joe Lang, weekday afternoon Disc Jockey for BOB FM 94.7.

The Erie Polar Plunge invites participants of all ages (under 18 requires parent or guardian signature) to take a dip in the "cool" waters of Lake Erie. Participants can take the plunge on their own with a minimum fundraising goal or join a group of friends and form a Plunge Team. General plungers are asked to raise a \$50 minimum pledge, and Cool Schools (local school groups) are asked to raise \$35 per team member in order to receive an official 2017 commemorative Polar Plunge t-shirt. Additionally, since jumping into a freezing lake is not for everyone, participants can choose to register for the event as a "Too Chicken to Plunge" participant. All plungers are eligible to earn additional prizes as their pledges increase.

Plunge spectators can attend free of charge and will have the opportunity to have some fun at Plunge Town from 9am-1pm while waiting for friends and family to take a dip in the cold waters of Lake Erie. They will be able to pitch a tent, hang a team banner, play corn-hole games, and tailgate with friends while enjoying free coffee and hot chocolate provided by Sheetz, Inc., and roast hot dogs donated by Smith's Hot Dogs. Additional plunge day entertainment will include live music by First to Eleven as well as Rock Erie Music Award winning singer Matt Boland. There will also be an ice carving demonstration by the Erie Ice Works.

The 2017 Erie Polar Plunge major event sponsors include Law Enforcement Torch Run for Special Olympics PA, Sportsmen's Athletic Club, Superior Toyota, Stirling Bridge, Aerotek, GEICO, Sheetz, Harmelin Media and New Pace Productions.

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes, so we ask that individuals sign up and join the ones who are "freezin' for a reason." To register online or for more information, please visit www.PlungePA.org, www.specialolympicspa.org, or call Jessica Kury at 724-375-7515, ext. 244. The plunge is open to the public and all spectators are welcome free of charge. For individuals interested in plunging that live out of town, special group pricing will be offered at The Clarion Hotel Lake Erie when "Special Olympics Polar Plunge" is referenced during booking.

About Special Olympics Pennsylvania

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports and three emerging sports to nearly 20,000 children and adults with intellectual disabilities or closely related developmental disabilities. For more information about our mission, visit our web site at www.specialolympicspa.org.

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