

FOR IMMEDIATE RELEASE



CONTACTS: Wenona Sutton, 610-630-9450, ext. 219, wsutton@specialolympicspa.org
Denise Thorne, 610-630-9450, ext. 224, dthorne@specialolympicspa.org

Lehigh Valley to Host Fifth Annual Special Olympics PA Polar Plunge, Feb. 17-18

Fun, Music, Tailgating and Over 600 Costumed Clad, Energized Plungers Freezin' for a Reason

Norristown, PA – February 10, 2017 –The fifth annual Lehigh Valley Polar Bear Plunge to benefit Special Olympics Pennsylvania (SOPA) will be held on Saturday, February 18, 2017 at Scott Park located at Larry Holmes Drive and 3rd Street in Easton, PA. Registration opens at 9:30 a.m. and the plunge will commence at 12 noon. Preceding the plunge on Friday, February 17th will be the 4th annual Super Plunge held at Grand Eastonian Hotel & Suites on 140 Northampton Street. A group of elite, super-committed plungers will plunge every hour for 24 hours beginning at noon with the final plunge taking place at noon on the 18th in the Delaware River.

This year's Lehigh Valley Polar Plunge weekend will bring over 600 excited plungers together who will be "freezin' for a reason." The fun filled plunge day will include Plunge Town activities, tailgating, music, food, and a costume contest. Event sponsor Wawa will be onsite to help warm everyone up with free food and beverages. Volunteers will also be onsite collecting pantry items to help Lehigh Valley neighbors through Backpack Pals Bethlehem, who provides food in backpacks to local kids for extended weekends during the school year. Visit <http://www.specialolympicspa.org/lehigh-valley-plunge-town> for a list of most needed items.

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.

The 2017 Lehigh Valley Polar Plunge sponsors include Law Enforcement Torch Run for Special Olympics PA, Wawa, Aerotek, GEICO, New Pace Productions, and Harmelin Media.

Every minute our plungers spend in the cold will warm the hearts of thousands of SOPA athletes, so we ask that participants *Sign Up, Jump In and Feel Warm*. To register online or for more information, please visit www.PlungePA.org, www.specialolympicspa.org, or call Denise Thorne at 610-630-9450, ext. 224. 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.

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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

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