



## Media Alert

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### **WHAT – SPECIAL OLYMPICS PA'S 5TH ANNUAL LEHIGH VALLEY POLAR PLUNGE**

The 5th Annual Lehigh Valley Polar Plunge benefitting Special Olympics Pennsylvania (SOPA), presented by Aerotek, will feature more than 600 brave souls who will jump into the frigid waters of the Delaware River at Scott Park and be “freezin’ for a reason” in support of nearly 20,000 Special Olympics athletes. This year’s 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.

### **WHEN – SATURDAY, FEBRUARY 18, 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 – SCOTT PARK**

Larry Holmes Drive and 3rd Street in Easton, PA

### **WHO – MORE THAN 600 BRAVE POLAR PLUNGERS**

**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 2017 Lehigh Valley Polar Plunge raised more than \$100,000 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 Wenona Sutton, 610-630-9450, ext. 219, or Denise Thorne, 484-686-6798, to assist with any questions and interviews. Visit [www.PlungePA.org](http://www.PlungePA.org) for more information.